Volume L

THE BEST
B2B MAGAZINE

April 2024 #50

THE HANDELOT TIMES

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COMING SOON

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- The Online B2B Magazine for Electronics Wholesalers

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Mobility, Inhome, IT
and Industrials

April 2024

The tech industry is changing quickly, and we want to keep you up to date with the latest news. We are developing ourselves by opening up to new innovations in IT. We are growing and keeping a reliable source of B2B information from all over the world. With The Handelot Times, we will bring you more information about market trends, share cutting-edge ideas, merge our world with yours.

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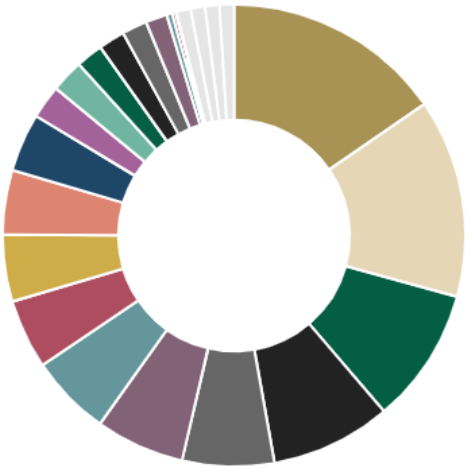
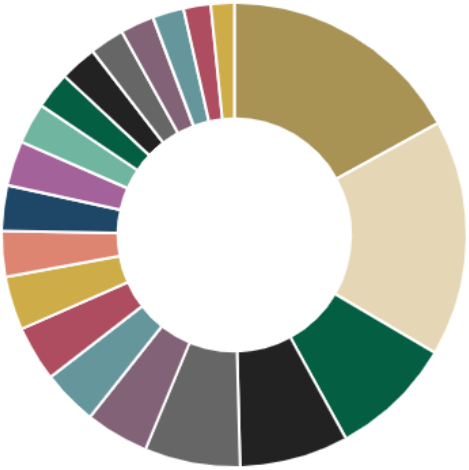


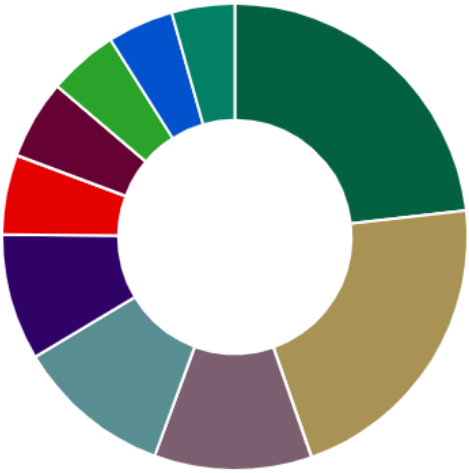
USED	12583
PHONES	11406
STORAGE	7784
COMPONENTS	6914
BROWN	5252
COMPUTERS	5104

Top manufactures



SAMSUNG	332210
APPLE	321443
XIAOMI	167278
ASUS	148360
HP	129724
KINGSTON	86301

Top brands



SAMSUNG	78135 (s)
APPLE	72343 (s)
XIAOMI	36882 (s)
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HP	29534 (s)
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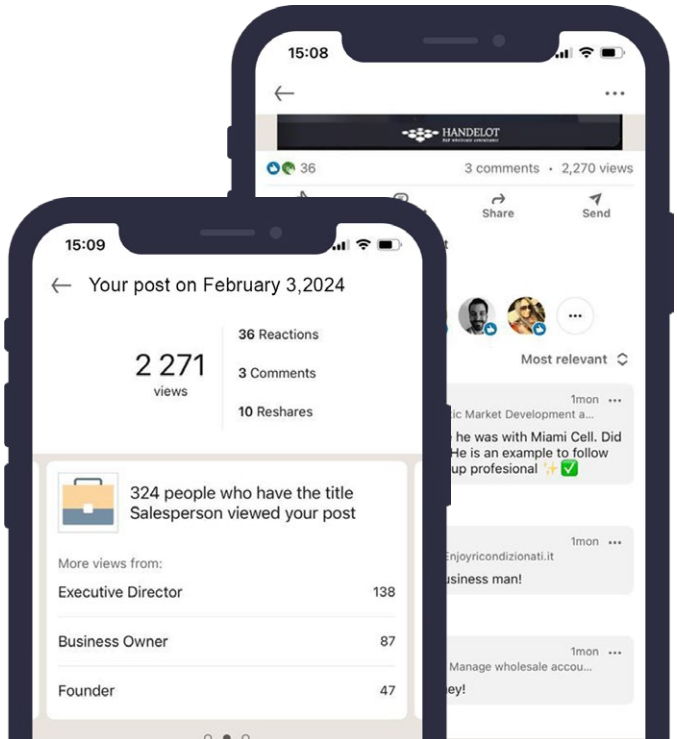

TEN MEETINGS

EDITION 2.0.

HANDELOT BUSINESS EVENT

WARSAW, POLAND
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Quick hits

A selection of corporate news from around the tech world

Deepfake misinformation increased 130% on X

The volume of disinformation generated by artificial intelligence, particularly deepfake images related to elections, has increased by an average of 130% per month on X in the past year.

These are some of the findings from a study developed and published by the Center for Countering Digital Hate (Ccdh), a British nonprofit organization committed to fighting online hate speech.

To measure the phenomenon's increase - the latest false photos involve Trump with African Americans, generated by his supporters - the study examined the four most popular image generators: Midjourney, OpenAI's DALL-E 3, Stability AI's DreamStudio, or Microsoft's Image Creator. Specifically, the 130% increase on X stemmed from the number of comments on the platform's Community Notes, the tool through which users make observations on false and misleading posts. All the companies examined, by the way, have explicitly stated policies against creating misleading content and have signed onto a technology giants' agreement to prevent misleading AI content from interfering with the 2024 elections.

Researchers stated that artificial intelligence tools generated images in 41% of their tests and were more susceptible to requests for photos depicting electoral fraud, such as ballots in the trash, rather than images of Biden or Trump. According to the analysis, ChatGpt Plus and Image Creator managed to block all requests when images of the candidates were requested; Midjourney had the worst results among the tools, generating misleading images in 65% of the tests.

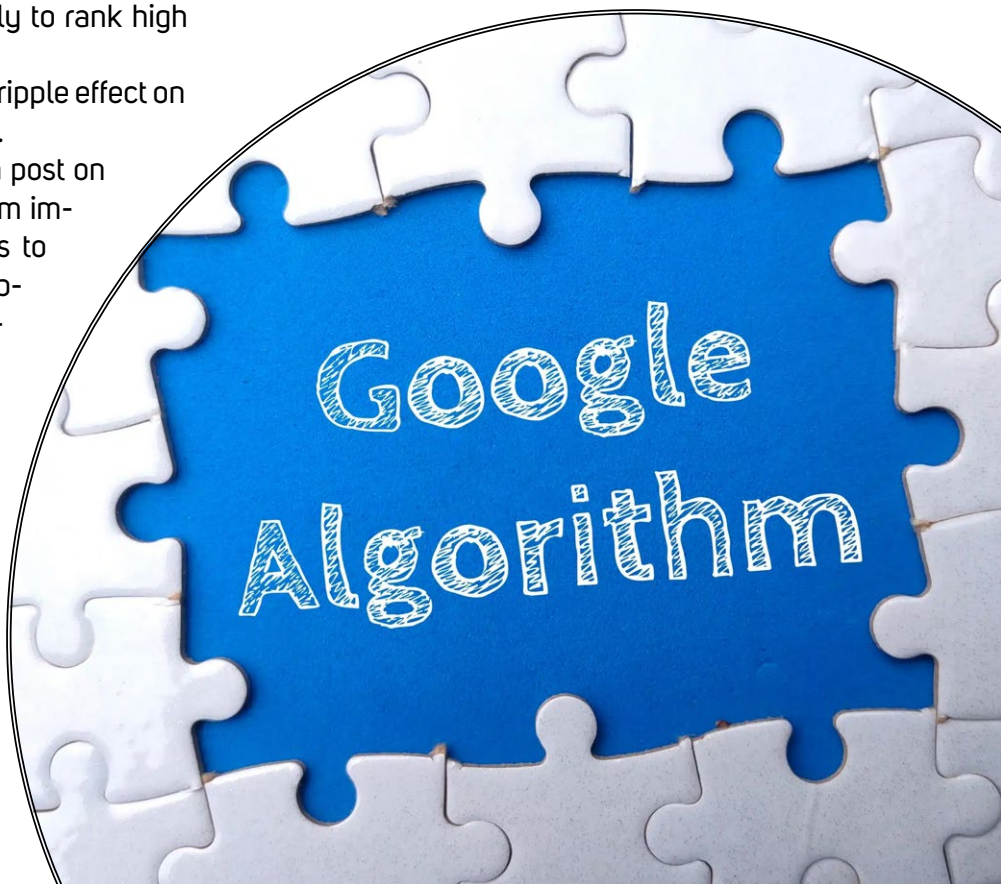
"The possibility that images generated by artificial intelligence serve as 'photographic evidence' could exacerbate the spread of false claims, posing a significant challenge to preserving the integrity of elections," the researchers said.

Google changes web search to penalize AI abuse

Google will begin penalizing content generated by artificial intelligence created solely to rank high in its search results.

This is a change that could have a ripple effect on the quality of what people see online.

As explained by the company in a post on its official blog, the novelty stems from improvements to the algorithms it uses to rank websites and the content that populates them. Specifically, the changes, effective by March, will affect three types of content, or "abuses," as Google calls them, including those aimed at exploiting artificial intelligence tools to create clickbait news. The other two are site reputation abuse and expired domain abuse. In the first case, it can happen that high-reputation sites host modules where news is automatically loaded from low-quality third parties.



"We will consider third-party content of very low value, primarily produced for ranking purposes and without careful supervision of the website owner," explains the note. Occasionally, expired domains are purchased and reused with the primary intent of boosting the search ranking of low-quality or non-original content. This can lead users to believe that the new content is part of the previous site, even when it is not. "Expired domains, purchased and reused with the intent to boost ranking, will be considered spam. Search helps people with billions of questions every day, but there will always be areas where we can improve. We will continue to work hard to keep low-quality content in search low and to show more information created to help people".

TikTok, 'US proposal tramples on the rights of millions of Americans'

"This bill is effectively a ban on TikTok, no matter how the authors try to disguise it.

This legislation will trample on the rights recognized by the First Amendment of 170 million Americans and deprive 5 million small businesses of a platform they rely on to grow and create jobs."

This was stated by a TikTok spokesperson regarding the measure introduced by a bipartisan group of American lawmakers that gives the Chinese company ByteDance six months to sell TikTok. If it fails to do so, the app will be banned in the United States.

EU rules on online markets come into force, 'profound turning point'

The Digital Markets Act (DMA), historic European legislation aimed at ensuring greater competition in digital markets, is now fully in force.

As of March 7th, Apple, Alphabet, Meta, Amazon, Microsoft, and ByteDance must comply with all obligations set forth by the DMA, these six companies were designated by the European Commission in September of last year as gatekeepers, entities that serve as intermediaries between commercial users and consumers and hold a position that could potentially distort the digital economy.

Gatekeepers, who have thus far begun testing measures to comply with European regulations, must demonstrate effective compliance by describing the measures taken in compliance reports, which will now be reviewed by the European executive. Designated gatekeepers must also provide an independently verified description of all techniques used for consumer profiling, along with a non-confidential version of the report.

The Commission will then assess whether the implemented measures are effective, basing its analysis on contributions from stakeholders within the context of compliance workshops where gatekeepers are invited to present their solutions. The Commission will not hesitate to take formal enforcement actions, utilizing all available tools to fully enforce legislation on digital markets. According to European Commission Vice President Margrethe Vestager, the legislation "will profoundly change how online markets work and open up the digital market to the benefit of all European operators and users."

Meta, from March 2024 it will be possible to disconnect information between Facebook and Instagram

Meta is making changes to comply with EU rules, such as the Digital Market Act, which will be in force from March.

Users of Instagram and Facebook in Europe will be offered the option to choose whether to share their information across its services or not. In the coming weeks, users will receive notifications

informing them of the change. The company announced this on its blog.

"The DMA seeks to promote contestability and fairness in digital markets, an ambition supported by Meta. We are committed to continuing to work hard to ensure that Meta's products in the EU comply with the DMA and provide value to people: we have assembled a broad cross-functional team of senior employees from around the world and from across our family of apps to achieve this," writes Tim Lamb, Meta's Director of Competition and Regulation.

These changes will apply to the European Union, the European Economic Area, and Switzerland. This means that users in this area can use various Meta services without their information being interconnected. For example, people can use Facebook Messenger independently without requiring a Facebook account. Meta has added that Instagram and Facebook users who have linked both accounts can choose to manage them separately and no longer share information between the two accounts. Users can also choose whether to share information between their Facebook accounts and the platform's Gaming and Marketplace services.

Meta, after Google, is another big tech company that is making changes to comply with the DMA. The new European regulation on digital markets aims to combat unfair market practices and competition distortions by Big Tech.

Microsoft, the launch of the PC with artificial intelligence on board is approaching

The launch of Microsoft's first computers, which were designed to harness artificial intelligence fully, is already a reality.

The American giant unveiled the Surface Pro 10 and Surface Laptop 6 on March 21. Apparently, Microsoft will label these products as "AI PCs," partly due to the presence of a dedicated Copilot button, the digital assistant that now pervades the group's main software, from Word to Teams.

The laptops will be equipped with new processors based on Intel Core Ultra or Qualcomm Snapdragon X Elite, which feature the latest neural processing units to enhance artificial intelligence capabilities. In terms of efficiency and performance, we shouldn't be far off from Apple's MacBook Pro. Along with the mentioned Copilot button, the upcoming Surface devices are expected to include exclusive features such as real-time subtitles and translations, optimizations for gaming and graphics processing programs, and an option known as AI Explorer. Windows Central suggests that the latter is what will truly distinguish AI PCs from the rest.

Users will be able to search through documents, web pages, images, and chats using natural language on any app. AI Explorer will create a history of everything a user does on the computer, making it searchable. According to the report, it is likely that these artificial intelligence features will be implemented as part of the 24H2 update for Windows 11 this fall, although not all features will be implemented on devices already on the market today. Dozens of AI PCs, including those from Acer, Asus, Dell, HP, Lenovo, LG, and Samsung, were pre-announced at the Mobile World Congress in Barcelona.

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Man, VS Machine,

Who Will Win in the Generative AI Fad

One of my all-time favorite books is "Originals" by Adm Grant is a book about how to be original. Grant discusses the qualities of original people, generating and recognizing original ideas, communicating original ideas, the timing of getting an original idea into the world, nurturing originality from childhood on up, the issues of groupthink, making decisions, building coalitions, challenging the status quo, and so much more.

Original people also tend to produce a lot, which gives them a better probability of producing something truly amazing. They often have creative hobbies, such as music, arts, crafts, writing, or dance, that can serve as a source of creative insight. They question the defaults and don't take the status quo for granted.

Idea generation isn't the issue.

"But in reality, the biggest barrier to originality is not idea generation—it's idea selection."

Most people are overconfident about their own abilities, the importance of their ideas, and their potential for success. I guffawed at this statistic Grant shared: "College professors: 94 percent rate themselves as doing above average work." Hah!

Judging your own ideas can be tricky. Grant says your intuition and gut feelings can actually be accurate—but only when you've trained your brain properly. If you have the relevant expertise, then let your brain do its thing. If not, then intuition is just as likely to lead you astray. Peer judgments about ideas can also be helpful if those peers have expertise in the field, too.

Sam Altman, CEO of OpenAI, the organization that runs ChatGPT, made quite a splash during his recent testimony in Congress when he called on the government to regulate artificial intelligence (AI). "We think that regulatory intervention by governments will be critical to mitigating the risks of increasingly powerful models," Altman said.

There is fear, and we know that the fear industry is the most lucrative today when it comes to consumer behavior. So here we are with another dose of a doomsday scenario where generative AI would take over the world.

Here's what one of the fearmongers from a global publication Forbes had to say about the risks of Generative AI:

Six Risks Of Generative AI

Generative AI models' unique attributes pose a range of risks that we don't always see in other kinds of models. Here are six risks that business leaders must keep in mind as they consider generative AI projects.

For tips regarding smart retail you can always contact me at kazi.najib@playtorium.com

Kazi Najib Ashraf

Kazi Talha Ashraf

Output Quality Issues: First, ensuring the quality of outputs generated by generative AI models is extremely challenging due to their unpredictable nature. One result from a GPT model for marketing may align with your brand guidelines, but another may not. An advertisement created by the model may be suitable in one cultural context but offensive in another. While a human might quickly discern such distinctions, the model lacks awareness of cultural nuances and may inadvertently produce inappropriate content. As a result, human review remains essential for assessing output quality.

Made-up "Facts" & Hallucinations: Second, generative AI models—while improving rapidly—still have noteworthy limitations, the foremost perhaps being the "hallucinations" referenced above when a model makes up "facts." The results can range from the harmless (misreporting who invented the cotton gin) to the possibly legally actionable (making up criminal accusations). In enterprise applications, the possibility that a model may hallucinate means that the tools require significant guardrails before they can be used in cases where accurate information is essential, such as search.

Copyright & Other Legal Risks: Third, generative AI presents potentially significant legal and regulatory risks, as evidenced by cases where generative AI tools have incorporated copyrighted material without the creators' permission. Moreover, the terms of use for generative AI applications often lack clarity on the usage of user interaction data for model improvement, which can raise privacy and security concerns, as seen with incidents involving corporate source code. Additionally, the lack of transparency regarding training data in generative AI models may lead to regulatory implications, as demonstrated by Italy's temporary ban on ChatGPT over concerns about consent, privacy, output accuracy, and age verification.

Biased Outputs: Fourth, generative AI models are vulnerable to the same risk of biased output as other models, based on biases baked into the data used to train the models. For instance, Stable Diffusion might take a prompt to show images of "corporate CEOs" and produce images solely of white males. Traditional machine learning models also entail these same risks of fairness and bias, but the generative nature of the new AI models heightens the risks when generative AI is interacting directly with customers.

Vulnerability to Abuse: Fifth, the sheer power of generative AI makes it vulnerable to "jailbreaking." Although GPT's training primarily focused on word prediction, its ability to reason emerged as an unintended outcome. As we make advancements in generative AI models, users might discover methods to bypass the model's original intended functionality and use it for entirely different objectives. For instance, if your mental health chatbot is developed using GPT, malicious individuals could potentially jailbreak the chatbot to elicit inappropriate responses or expose confidential data. Nearly all chat interfaces built upon GPT have been susceptible to jailbreaking shortly after their launch.

Cost of Expertise & Compute: Sixth and finally, an additional tangible business risk associated with developing applications on generative AI is the limited availability of expertise and computational resources. At present, only a small number of prominent technology companies can muster the resources to build resilient applications using this technology. While cloud providers can provide compute power, or an organization can use APIs from OpenAI or Azure, specialized knowledge in this field remains concentrated among a few entities.

None of this is to say that business leaders shouldn't forge ahead with generative AI projects. But they should advance on their generative AI journey with their eyes wide open to the technology's potential risks and take steps to mitigate those risks where needed.

Looking at what Adam Grant had to say and comparing it to the cons mentioned by Forbes, let me be clear that no matter how many trillion bots of data are fed into the AI trained Systems, there is a stream in the human mind that always generates original ideas and no one knows where this comes from. The religious like me call it as a gift from the Almighty God and the atheist or the agnostic is still playing and deciding between the various parts of the human mind. The truth is that even after decades, these technologies in whatever form would be used for and against humanity, but the human mind would always be superior to that of machines. It is the human tendency to misuse, and this is exactly what they are doing today with this new technology as well.

In the end, this is all about using technology to subjugate masses by the top one percent of the population, and these are the ones who are most required to be leashed, otherwise we will keep writing these articles only to be singled out as aliens.

A Brave New World by Aldous Huxley had painted the eventual picture.

Till then.

Hope you enjoyed reading this update and do get in touch if you want to take the conversation ahead at kazi.najib@playtorium.com

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A Quick Guide to Generative AI,

leading trend for 2024

Generative AI, a form of artificial intelligence technology, excels in generating a variety of content types, such as text, images, audio, and synthetic data. The recent excitement surrounding generative AI stems from the ease of use of new user interfaces, allowing for the rapid creation of high-quality text, graphics, and videos within seconds.

It's worth noting that generative AI isn't a novel concept. Its origins can be traced back to the 1960s with the advent of chatbots. However, it wasn't until 2014, with the introduction of generative adversarial networks (GANs), a type of machine learning algorithm, that generative AI gained the ability to produce convincingly authentic images, videos, and audio resembling real people.

This newfound capability has presented various opportunities, including enhanced movie dubbing and the creation of rich educational content. However, it has also raised concerns about deepfakes — digitally manipulated images or videos — and potential cybersecurity threats to businesses, such as deceptive requests that convincingly mimic a superior.

GAI: Recent Developments

Two recent advancements have been instrumental in bringing generative AI to the forefront: transformers and the groundbreaking language models they facilitate. Transformers, a form of machine learning, have enabled researchers to train increasingly larger models without the need for pre-labeling all data. These models can be trained on vast amounts of text, resulting in more comprehensive responses. Additionally, transformers introduced the concept of attention, allowing models to track connections between words across various texts, enabling analysis beyond individual sentences.

The rapid progress in large language models (LLMs), encompassing billions or even trillions of parameters, has ushered in a new era where generative AI models can effortlessly produce engaging text, lifelike images, and even entertaining sitcoms. Furthermore, advancements in multimodal AI enable the generation of content across multiple mediums, such as text, graphics, and video, laying the foundation for innovative tools like Dall-E, which automatically generate images based on textual descriptions or generate text captions from images.

Despite these breakthroughs, we are still in the early stages of leveraging generative AI to generate coherent text and photorealistic graphics. Early implementations have grappled with issues such as accuracy, bias, hallucinations, and erratic behavior. Nevertheless, the progress achieved so far suggests that generative AI has the potential to fundamentally transform how businesses operate, offering capabilities ranging from coding and drug design to product development and supply chain optimization.

How does Generative AI work?

Generative AI operates by receiving a prompt in various forms, such as text, images, or videos, and utilizing AI algorithms to generate new content in response. These algorithms transform input data into structured representations, allowing for the creation of diverse content types, including essays, solutions, or synthetic media.

Generative AI models

Generative AI models combine multiple AI algorithms to process and represent content. For instance, natural language processing techniques are used to convert raw text into structured entities, while images are transformed into visual elements represented as vectors. However, these techniques may inadvertently encode biases present in the training data.

Neural networks, the foundation of many AI applications, have revolutionized content generation by learning patterns from existing data sets. These networks learn to generate content autonomously, eliminating the need for manually crafted rules. The introduction of GANs in 2014 marked a significant milestone, allowing for the generation of realistic human-like content, including faces, voices, and text.

What are ChatGPT, Dall-E, and Bard?

Dall-E, ChatGPT, and Bard are prominent examples of generative AI interfaces. Dall-E, trained on a vast dataset of images and associated text descriptions, generates imagery based on user prompts. ChatGPT, a popular AI chatbot built on OpenAI's GPT implementation, simulates human-like conversations and incorporates historical context into responses. Bard, developed by Google, utilizes advanced language models to provide conversational responses.

What are the practical applications of generative AI?

Generative AI finds utility across various domains and is capable of producing a wide array of content. Thanks to advancements like GPT that can be tailored for specific tasks, this technology is becoming increasingly accessible to diverse users. Here are some examples of how generative AI can be utilized:

- Implementing chatbots for customer service and technical support.
- Employing deepfakes to replicate individuals or simulate specific personas.
- Enhancing dubbing for multilingual movies and educational content.
- Crafting email responses, dating profiles, resumes, and academic papers.
- Generating photorealistic artwork in distinct styles.
- Improving product demonstration videos.
- Proposing novel drug compounds for experimental testing.
- Designing physical products and architectural structures.
- Optimizing the design of new semiconductor chips.
- Composing music in particular genres or moods.

What are the advantages of generative AI?

Generative AI holds significant potential across various business domains. It facilitates the interpretation and creation of content, streamlining workflows and potentially transforming entire processes.

Here are some potential benefits of integrating generative AI:

- Streamlining the manual content creation process.
- Reducing the workload associated with responding to emails.
- Enhancing responses to specific technical inquiries.
- Generating lifelike representations of individuals.
- Summarizing intricate information into cohesive narratives.
- Simplifying the content creation process in specific styles or formats.

What are the challenges associated with generative AI?

Early implementations of generative AI highlight several limitations. Challenges stem from specific methodologies employed for particular use cases. For instance, while a summarized version of complex topics may be easier to digest, it may lack the depth and sourcing of a detailed explanation. Here are some considerations regarding the limitations of generative AI:

- Inconsistent identification of content sources.
- Difficulty in assessing the bias present in original sources.
- Realistic content may obscure inaccuracies.
- Complexity in adapting to new contexts.
- Potential for overlooking biases, prejudices, or hateful content.

Attention is Key: The Role of Transformers in Advancing Generative AI

In 2017, Google introduced transformers, a novel neural network architecture that significantly enhanced efficiency and accuracy in natural language processing tasks. This breakthrough was built on the concept of attention, which describes the mathematical relationship between elements, such as words in a sentence. Transformers revolutionized neural network design, offering faster and more accurate translations compared to traditional architectures. Since then, transformer technology has evolved rapidly, leading to the development of advanced models like GPT-3 and improved pre-training methods such as Google's BERT.

Moreover, implementing generative AI involves more than just technological considerations: businesses must also account for its broader impacts on individuals and processes.

What are some examples of generative AI tools?

Generative AI tools cater to various modalities, including text, imagery, music, code, and voice. Here are some popular AI content-generation tools:

- Text generation tools: GPT, Jasper, AI-Writer, Lex.
- Image generation tools: Dall-E 2, Midjourney, Stable Diffusion.
- Music generation tools: Amper, Dadabots, MuseNet.
- Code generation tools: CodeStarter, Codex, GitHub Copilot, Tabnine.
- Voice synthesis tools: Descript, Listnr, Podcast.ai.
- AI chip design tool companies: Synopsys, Cadence, Google, Nvidia.

Generative AI Applications Across Industries

Generative AI technologies are often likened to general-purpose technologies due to their potential to impact various industries and use cases profoundly. Here are some ways generative AI applications could transform different sectors:

- Finance: Enhancing fraud detection systems by analyzing transaction histories.
- Legal: Assisting in contract design, evidence analysis, and argument suggestion.
- Manufacturing: Identifying defective parts and root causes more accurately using data integration.
- Media: Economically producing multilingual content and enhancing translation.
- Healthcare: Identifying potential drug candidates more efficiently.
- Architecture: Streamlining prototype design and adaptation.
- Gaming: Facilitating game content and level design.

Generative AI: A Cornerstone Technology

OpenAI's Generative Pre-trained Transformer (GPT) and other transformer-based models are recognized as pivotal technologies similar to steam power, electricity, and computing. As researchers continue to explore applications across industries, these technologies are poised to revolutionize fields ranging from industry to medicine.

Ethical Considerations in Generative AI

Despite its promise, generative AI presents ethical challenges concerning accuracy, trustworthiness, bias, hallucination, and plagiarism. These issues, while not new to AI, are amplified by the convincing realism of generative AI content. It's crucial to address these ethical concerns as the technology continues to evolve.

Best Practices for Generative AI Usage

Adopting generative AI involves adhering to best practices to ensure accuracy, transparency, and usability. Labeling content, vetting accuracy, considering bias and understanding tool limitations are essential steps in responsible generative AI deployment.

The Future of Generative AI

As generative AI continues to evolve, advancements in translation, drug discovery, anomaly detection, and content generation are expected. Integration of generative AI capabilities into existing tools and workflows will drive its widespread adoption and impact across industries.

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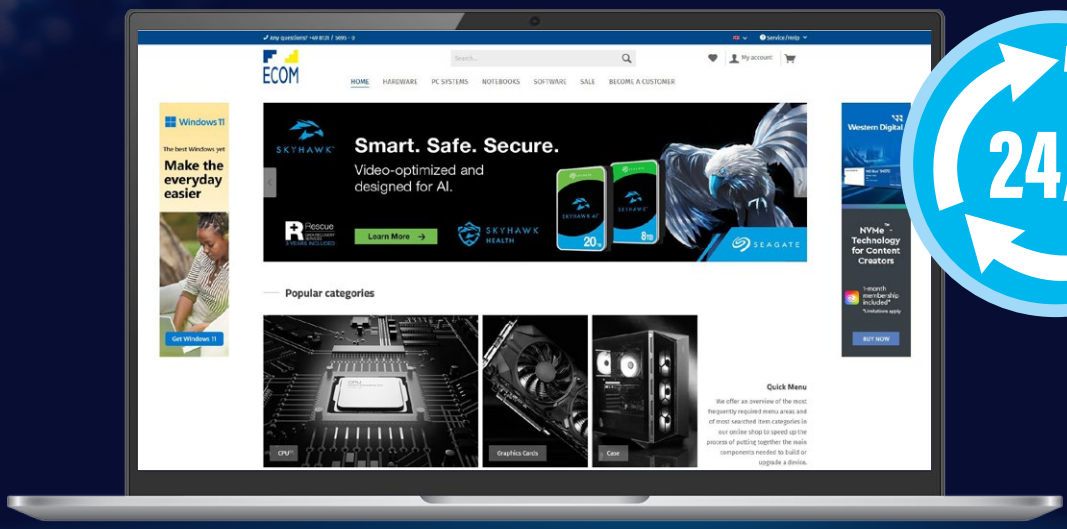

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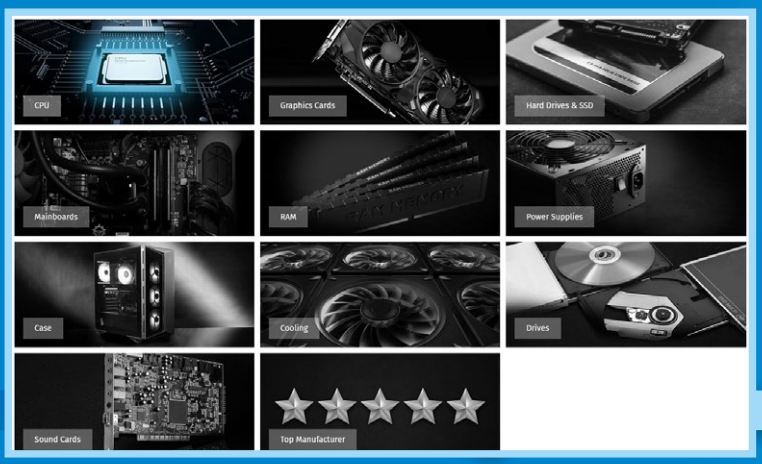
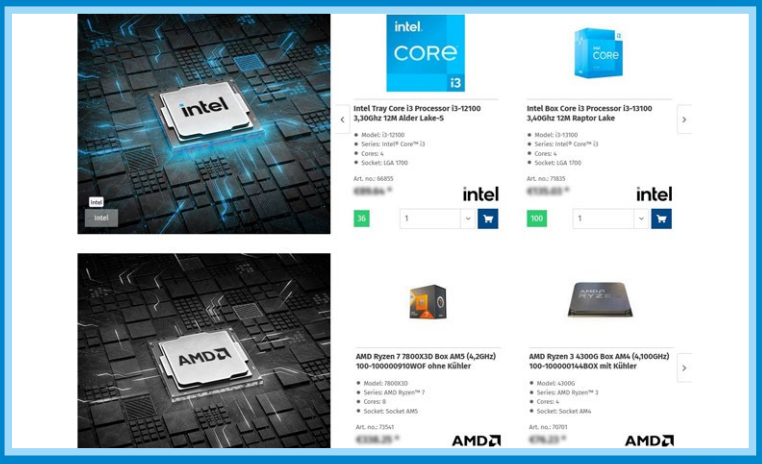
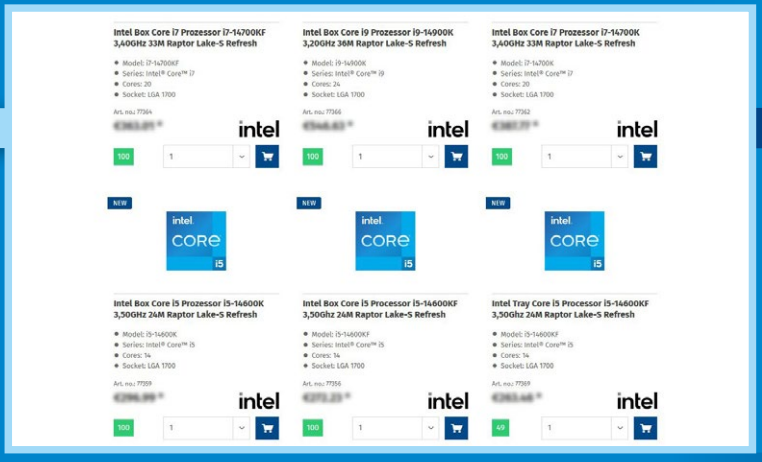


1. Category General overview



2. Logical preselection



3. Complete item list

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Sora

and video AI

OpenAI has released Sora, an artificial intelligence model for generating videos capable of creating realistic footage that adheres to the physical laws of the real world. The videos generated by Sora are striking not only for the quality of the images but also because the model seems capable of "understanding" how to reproduce characters moving and performing actions while respecting the boundaries of the physical world. According to OpenAI, Sora represents a fundamental step in the evolution of generative AI, as it is akin to "teaching AI how to understand and simulate the moving world." The current version of the model can generate videos from text prompts, similar to ChatGPT and DALL-E 3, producing videos with a maximum duration of one minute that maintain visual fidelity to the user's input.

The sample videos published by OpenAI are impressive. In one, a woman walks in a city reminiscent of nighttime Tokyo. In another, mammoths run in the snow, overlapping each other without interrupting the image's continuity. In a third, a dog walks from one windowsill to another, giving the impression of neither floating nor flying but respecting the physical representation of gravity that our brains would expect.

What Sora Can Do

OpenAI didn't allow me to submit requests to Sora, but it shared four examples that show the potential of its new AI (but none are close to a minute in length, maxing out at 17 seconds). The first comes from a detailed prompt that sounds like it was written by an obsessive screenwriter: 'A magnificent, snow-capped Tokyo is abuzz. The camera moves through the crowded streets of the city, following several people enjoying the snow and shopping at nearby stalls. Gorgeous Sakura petals fly in the wind along with snowflakes.'

The result is a convincing film set in a very recognizable Tokyo, in that magical time of year when snowflakes and cherry blossoms coexist. The virtual camera moves as if attached to a drone, following a slowly strolling couple. One of the passers-by is wearing a mask. To their left, cars whiz by on a road that runs alongside a river, while to the right, customers enter and exit a series of small shops.

The video is not perfect. Watching the video several times, you realize that the protagonists – a couple walking on a snowy sidewalk – would have found themselves faced with a dilemma if the virtual camera had continued to roll. The sidewalk on which the two are walking seems to be a dead end, which would have forced them to climb over a small guardrail to reach a strange pedestrian crossing on their right. Despite this small inconvenience, the Tokyo example represents an extraordinary exercise in world-building. In the future, production designers will be divided between those who consider tools like these a powerful aid and those who see them as an existential threat to the profession. The people depicted in this video – entirely generated by a digital neural network – are not shown in close-up and do not make any sounds. But Sora's team says that in other cases, the footage included virtual actors who showed real emotions.

Transformer-based Architecture

Like ChatGPT, Sora uses a transformer-based architecture and learns from previous videos by breaking them down into smaller data units, called patches, using a technique similar to how GPT decomposes words into tokens. The videos are then generated by creating a series of noise patches to which the model applies a "denoise" process in over 50 subsequent diffusion steps.

Thanks to the "patch" system, the model can create videos of any resolution or orientation. Additionally, Sora can predict many frames at once, allowing it to maintain a consistent subject even when it temporarily exits the frame or is covered by another subject in the generated video. Moreover, besides text input, Sora can generate videos to complete an existing video, remain faithful to the original, or create a video from an image.

Sora's Release Date Still a Mystery

Currently, Sora is not available to the public. Before releasing it or integrating it into other OpenAI products, the company wants to adequately assess security issues and potential cases of misuse of the technology.

"Before making Sora available in OpenAI products, we will adopt several important security measures. We are working with red teamers - experts in areas such as misinformation, hate speech, and bias - who will thoroughly test the model," the company wrote in an article about the new model. "We are also building tools to help detect misleading content, such as a detection classifier that can tell when a video has been generated by Sora. We plan to include C2PA metadata in the future, in case we implement the model in an OpenAI product."

Considering the trend of "flash" and "unexpected" releases that AI has accustomed us to, Sora could be on the market by the time this magazine is released.

Stay in touch for further (intelligent) developments!

Sustainable technology gains prominence in 2024

In our journey towards the future, technology is reshaping our world, opening doors to new possibilities, and fostering sustainable living. Gartner's latest report on strategic technology trends for 2024 highlights the prominence of sustainable technology (McCartney, 2023).

This article delves into 7 promising innovations in sustainable technology poised to make significant impacts in the year ahead.

1. Exploring Sustainable Technology

Sustainable technology entails the development and application of innovative solutions aimed at meeting present needs without compromising future generations' ability to meet their own. Central to sustainable technology are principles of minimizing environmental impact, promoting resource efficiency, and nurturing long-term economic and social well-being (Ironhack, 2023).

In simpler terms, sustainable technology seeks solutions that harmonize with our planet, fostering renewable energy, resource efficiency, green building, clean transportation, waste management, smart agriculture, environmental monitoring, and circular economy practices.

The Significance of Sustainable Technology Innovations

Innovations in sustainable technology play a pivotal role in tackling environmental challenges and mitigating climate change. Beyond environmental benefits, these innovations create jobs, foster global collaboration, conserve resources, and curb greenhouse gas emissions. Investing in such innovations is vital for building resilience and ensuring a sustainable, equitable future.

2. Advancements in Renewable Energy

Renewable energy stands out as a promising domain within sustainable technology as we endeavor to reduce reliance on fossil fuels.

Emerging Solar and Wind Power Technologies

Progress in solar technology has led to more efficient photovoltaic cells and solar panels, cap-

turing and converting sunlight into electricity more effectively. Similarly, advancements in wind energy feature larger, more efficient turbines and offshore farms harnessing powerful ocean winds.

These innovations have far-reaching impacts, offering clean energy solutions that combat climate change by eliminating greenhouse gas emissions. They also reduce dependence on finite resources, ensuring sustainability for generations to come.

Integration of Renewable Energy into Mainstream Grids

A noteworthy development in renewable energy is its integration into mainstream grids. Smart grid technologies and energy storage solutions enable efficient distribution and utilization of renewable energy, addressing the intermittency of solar and wind power. This integration enhances reliability and stability, making renewable energy more viable.

Cost Competitiveness of Renewable Energy

With ongoing technological evolution, the cost of renewable energy production has significantly decreased. Solar and wind power, once considered costly alternatives, are now competitive with traditional sources. This cost reduction drives global adoption, making renewable energy economically feasible and attractive.

3. Electric Vehicles (EVs) and Sustainable Transportation

Sustainable technology is revolutionizing transportation, particularly with the rise of electric vehicles (EVs).

Advances in EV Technology

EVs have evolved rapidly, featuring high-capacity batteries for longer travel, fast-charging infrastructure, and smart systems optimizing energy use. These developments enhance EVs' practicality and appeal to consumers seeking cleaner transportation options.

Environmental Benefits of Electric Transportation

EVs emit no tailpipe pollutants, unlike conventional vehicles reliant on fossil fuels. As electricity generation shifts to renewables, EVs contribute to cleaner air and reduced carbon emissions.

Expansion of EV Infrastructure

Critical to the EV revolution is infrastructure expansion. Governments and businesses are investing in robust charging networks to support

EV proliferation. Accessible charging options alleviate range anxiety, encouraging widespread EV adoption.

Electrification of Public Transportation

Sustainable technology extends to public transit, with many cities investing in electric buses, trams, and trains. Electrification reduces emissions and enhances urban livability by curbing noise pollution and improving air quality

4. Sustainable Artificial Intelligence (AI)

AI holds vast potential for economic, social, and environmental benefits, yet its energy-intensive operations pose challenges.

Decentralized AI and Edge Computing

There's a shift towards decentralized AI and edge computing to address environmental concerns. Distributing processing tasks reduces energy consumption associated with centralized data centers, which is particularly beneficial for real-time applications like smart cities and autonomous vehicles.

Promoting Responsible AI Use

Sustainable AI entails adopting efficient models, monitoring energy consumption, and strategically managing workloads. Transparency and accountability in AI development and utilization are essential for fostering sustainability.

5. Green Building Materials

Advancements in eco-friendly construction materials offer sustainable alternatives with environmental and economic benefits.

Innovative Construction Materials

Eco-friendly materials include recycled and renewable resources, such as bio-based insulation and reclaimed wood. These materials enhance energy efficiency and reduce environmental impact.

Lifecycle Assessment and Certification

Sustainable building practices encompass lifecycle assessment tools and certification systems, guiding environmentally conscious construction decisions. Certifications like LEED and BREEAM promote environmentally friendly building practices.

Economic Incentives

Governments incentivize sustainable construction through tax credits, grants, and regulations, fostering a greener, economically viable construction industry.

6. Sustainable Agriculture Techniques

Innovations in agriculture aim to boost food production while minimizing environmental impact and addressing global food security concerns.

Precision Farming and Aquaponics

Precision farming employs drones and data analytics for efficient resource use, while aquaponics combines fish farming and crop cultivation for water-efficient food production.

Regenerative Agriculture

Regenerative practices restore soil health, enhance biodiversity, and sequester carbon, supporting long-term agricultural resilience and climate mitigation.

Community-Supported Agriculture

CSA programs foster direct relationships between consumers and farmers, promoting sustainable farming practices and supporting local economies.

7. Waste Management Solutions

Innovations in waste management focus on recycling, upcycling, and IoT integration to minimize waste generation and promote a circular economy.

Advanced Recycling Technologies

New recycling technologies improve waste processing while upcycling transforms waste into higher-value products.

IoT in Waste Management

IoT-enabled smart bins optimize waste collection, reducing operational costs and enhancing efficiency.

Toward a Greener Future

These sustainable technology innovations offer pathways to a greener, more sustainable future. From renewable energy to electric transportation, green building, sustainable agriculture, and waste management, embracing these innovations is key to fostering a harmonious relationship between technology and sustainability.

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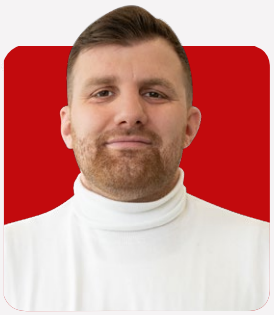

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Embracing the Future:

Opportunities and Risks in the Age of Automated AI

Introduction: The Rise of Automated AI

In the contemporary landscape, Artificial Intelligence (AI) has transcended its theoretical origins to become an indispensable facet of modern existence. From the algorithms powering our search engines to the personalized recommendations shaping our consumer choices, AI permeates virtually every aspect of human life. Its evolution from a niche concept to a ubiquitous force underscores its transformative potential and the inevitability of its integration into our socio-economic fabric.

Source: Canva

However, this omnipresence of AI engenders a spectrum of emotions ranging from excitement to apprehension. The promise of enhanced efficiency, personalized experiences, and unprecedented insights is countered by concerns about job displacement, ethical dilemmas, and the erosion of privacy. Yet, while these apprehensions are valid, they are not unique to AI; rather, they mirror the anxieties that have accompanied the advent of every transformative technology throughout history.

Indeed, the march of progress has always been characterized by a delicate dance between innovation and apprehension. From the industrial revolution to the digital age, each wave of technological advancement has brought with it a mix of opportunities and challenges, reshaping industries, societies, and individual lives in its wake. And just as humanity has navigated these seismic shifts in the past, so too shall we navigate the era of automated AI.

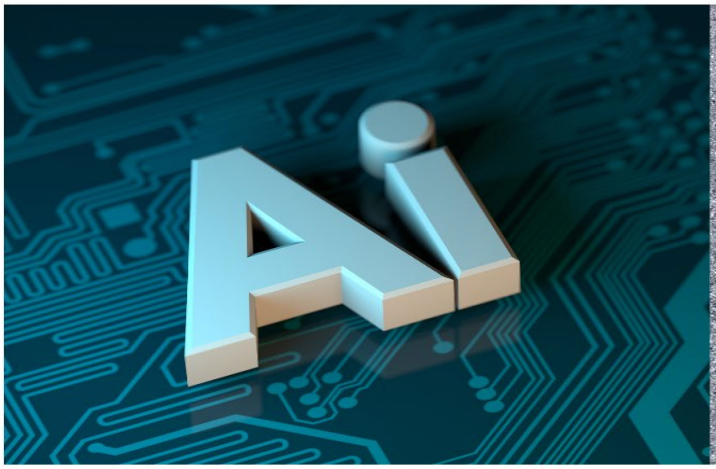
At its core, the integration of AI into our daily lives represents not just a technological evolution but a cultural and philosophical shift. It challenges us to reevaluate our notions of work, identity, and agency in an increasingly automated world. It prompts us to confront questions of ethics, equity, and accountability in the design and deployment of AI systems. And ultimately, it compels us to adapt, innovate, and embrace change in pursuit of a brighter, more inclusive future.

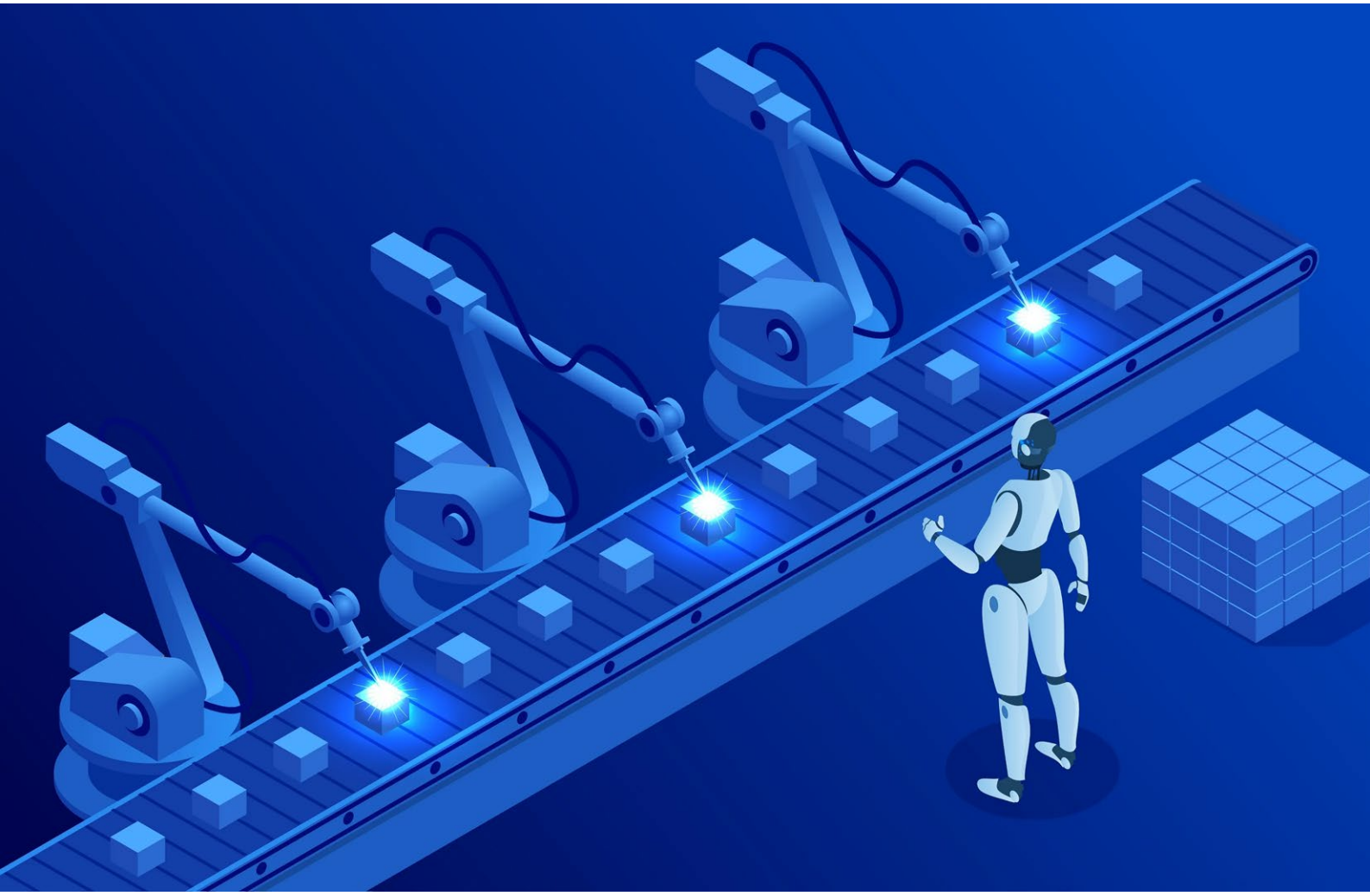
In this article, we will explore three key opportunities and three major risks associated with automated AI, particularly within the context of distribution companies.. Through this lens, we will discover that the key to harnessing the transformative power of AI lies not in resistance or reticence but in adaptability, creativity, and a willingness to embrace change.

Embracing Transformation: Opportunities Unveiled

As distribution companies navigate the ever-evolving landscape of commerce, automated AI emerges as a beacon of opportunity, promising to:

- Revolutionize operational efficiency,
- Enhance customer experiences, and
- Empower workforce dynamics
- Transforming Operational Efficiency





Automated AI offers a transformative potential for distribution companies in optimizing their operational efficiency. Predictive analytics, powered by AI algorithms, enable companies to forecast demand with remarkable accuracy, thereby minimizing inventory costs and maximizing profitability. By harnessing real-time data insights, distribution companies can streamline their supply chain processes, ensuring seamless coordination from procurement to distribution. For instance, companies can utilize AI-driven route optimization algorithms to enhance delivery efficiency, reducing fuel consumption and environmental impact while improving customer satisfaction through timely deliveries.

Enhancing Customer Experience

Personalization has become paramount in the contemporary marketplace, and AI plays a pivotal role in facilitating tailored customer experiences. Through sophisticated recommendation engines driven by machine learning algorithms, distribution companies can curate personalized product recommendations for individual customers, fostering engagement and loyalty. Moreover, AI-powered chatbots offer round-the-clock customer support, addressing inquiries and resolving issues in real-time, thereby enhancing the overall customer experience.

By leveraging sentiment analysis and natural language processing, companies can gain actionable insights into customer feedback, enabling them to iterate and improve their products and services continuously.

Empowering Workforce Augmentation

Contrary to common misconceptions regarding job displacement, automated AI empowers a paradigm shift towards workforce augmentation. By automating repetitive tasks such as data entry and invoice processing, employees are liberated to focus on high-value activities that require human creativity and problem-solving skills. For instance, AI-driven analytics tools provide employees with actionable insights into market trends and consumer behavior, enabling them to make informed decisions and devise strategic initiatives.

Moreover, AI-powered virtual assistants streamline administrative tasks, allowing employees to allocate more time to collaborative endeavors and innovation-driven projects.

Through continuous learning and upskilling initiatives, distribution companies can equip their workforce with the necessary competencies to thrive in an AI-driven ecosystem, fostering a culture of innovation and adaptability.

Navigating Uncertainties: Recontextualizing Risks

Uncertainties and risks loom large, casting shadows of doubt on the path forward. In this section, we confront three major concerns surrounding automated AI:

- data privacy and security
- ethical implications and Bias Mitigation
- technological dependence and Reskilling Imperatives

However, rather than succumbing to fear or resignation, we endeavor to reframe these uncertainties as opportunities for innovation and resilience.

By examining the root causes of these risks and exploring proactive strategies for mitigation, we illuminate a path forward that balances progress with prudence, ensuring that the transformative potential of AI is realized in a manner that is ethical, inclusive, and sustainable.

Data Privacy and Security Concerns

While data privacy and security concerns loom large in the discourse surrounding automated AI, they represent opportunities for innovation rather than insurmountable obstacles. Distribution companies can leverage advanced encryption techniques and blockchain technology to safeguard sensitive information throughout the supply chain.

By adopting a privacy-by-design approach, companies can embed privacy features into their AI systems from the outset, ensuring compliance with regulatory requirements and building trust with consumers. Collaborative efforts between industry stakeholders and regulatory bodies facilitate the development of standardized frameworks for data governance and accountability, fostering transparency and resilience within the ecosystem.

Ethical Implications and Bias Mitigation

Ethical considerations regarding AI algorithms underscore the importance of proactive measures to mitigate biases and ensure fairness in decision-making processes. Distribution companies can implement bias detection algorithms and algorithmic auditing procedures to identify and rectify discriminatory patterns within their AI systems.

Furthermore, diversifying datasets and fostering interdisciplinary collaborations promote inclusivity and representation, thereby mitigating the risk of algorithmic bias. By prioritizing transparency and accountability in AI development and deployment practices, companies can uphold ethical standards and align their operations with societal values, fostering trust and credibility among stakeholders.

Technological Dependence and Reskilling Imperatives

Critics often cite technological dependence as a primary risk associated with automated AI. However, it catalyzes a paradigm shift towards continuous learning and upskilling. Distribution companies that invest in employee training and development initiatives cultivate a culture of innovation and adaptability, empowering their workforce to navigate evolving technological landscapes with confidence and competence.

By fostering cross-functional collaboration and interdisciplinary learning opportunities, companies can bridge the skills gap and harness the full potential of automated AI technologies. Moreover, partnerships with educational institutions and vocational training programs facilitate lifelong learning and career advancement, ensuring that employees remain agile and resilient in the face of technological disruptions.

Conclusion: Embracing the Winds of Change

As we stand on the precipice of a new era defined by automated AI, the choice between stagnation and progress lies within our grasp. By embracing opportunities and recontextualizing risks as catalysts for innovation, distribution companies can chart a course towards sustainable growth and resilience. History beckons us to heed the call of progress, for it is not the resistance to change but the willingness to adapt that propels humanity forward into the unknown.

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known as the "Last-Mile Man," is a celebrated corporate expert and Managing Director of Navo Informatica Pvt. Ltd and Navo Management Consultants. With a 30+years of corporate tenure, he's an expert in blending Generative AI with business strategies. He's a renowned author, with his work "One Page Communicator" is an Amazon #1 bestseller. His publications, including "The Prompting Playbook," reflect his commitment to innovative communication and business transformation, making him a key educator and speaker in the field.

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10 Strategic High-Tech Trends

for 2024y

Generative AI emerges as a frontrunner among the prominent technology trends anticipated for 2024, propelled by its swift evolution and widespread integration across diverse industry verticals. This forecast finds validation from various renowned global analyst entities, prominently featured in their discourses and technology symposiums since the latter half of 2023.

In tandem with the ascent of generative artificial intelligence, a constellation of other technological trajectories is poised to influence the corporate landscape. These encompass sustainable technology initiatives, the proliferation of intelligent applications, and the burgeoning momentum behind no-code solutions.

Hence, if your strategic objectives entail leveraging digital transformation to augment productivity and competitiveness, fostering sustainability and innovation within your enterprise, or staying abreast of the latest technological advancements, we extend an invitation to peruse this publication. Refreshed annually, it furnishes a comprehensive examination of the pivotal technology trends set to exert significant influence throughout the course of 2024.

1. Generative AI

Generative AI, also referred to as Gen AI, has captured significant attention throughout 2023, garnering interest from both media outlets and analyst firms for various reasons.

Of note, this year saw the introduction of the latest iteration of ChatGPT – GPT-4 – along with the debut of Google Bard. Additionally, significant developments occurred in social networks owned by Meta, incorporating new AI capabilities. Furthermore, there was a surge in new applications and enhanced versions integrating generative AI across diverse domains such as product design, video editing, and audio creation. Notably, the approval of the EU's new Artificial Intelligence Law aimed to address potential risks associated with widespread AI usage.

Looking ahead to 2024, it's pertinent to explore the anticipated advancements in this technology trend. According to the International Data Corporation (IDC) 's FutureScape report, generative AI is poised to take center stage and profoundly influence global IT and business planning. The report suggests that innovative business models leveraging generative AI could potentially double the monetization potential for 33% of G2000 companies.

Moreover, IDC predicts several key developments for 2025, including enterprises leveraging a combination of generative AI and RAG (Retrieval Augmented Generation) to enhance decision-making efficacy by 50%. Additionally, the G2000 is projected to allocate over 40% of core IT spending on AI initiatives, leading to a substantial increase in product and process innovations.

2. Sustainable Technology

Technology plays a pivotal role in advancing the Sustainable Development Goals (SDGs) outlined in

the 2030 Agenda. From clean energy generation to climate change mitigation measures, sustainable technology encompasses various solutions aimed at minimizing environmental impact.

One notable area where technology contributes is in the application of AI. According to research published in Nature magazine, AI can facilitate the achievement of 79% of the SDGs by improving technological capabilities to overcome existing limitations. For instance, AI can model potential impacts of climate change, aiding in decision-making processes.

Automation, particularly Business Process Automation (BPA), also contributes to promoting sustainable business practices. By digitizing processes, BPA assists in tracking and complying with environmental regulations, enhancing supply chain visibility, and reducing inefficiencies.

Cloud computing offers sustainability benefits by improving energy efficiency, optimizing resource consumption, and promoting efficient software development practices. However, it's essential to ensure that cloud providers adhere to sustainable practices.

Overall, sustainable technology encompasses a range of solutions that address environmental challenges while advancing societal goals outlined in the SDGs.

3. AI TRiSM

AI TRiSM, short for Artificial Intelligent Trust, Risk, and Security, continues to hold a prominent position in the technology landscape for the second consecutive year.

Introduced by Gartner in 2023, AI TRiSM focuses on ensuring ethical, fair, effective, and secure implementation of artificial intelligence. It encompasses dimensions such as reliability, fairness, effectiveness, security, and data protection to build and operate AI models responsibly.

Gartner predicts that by 2026, enterprises implementing TRiSM controls for AI applications could significantly enhance decision-making accuracy by eliminating 80% of faulty and illegitimate information.

To achieve these objectives, organizations must prioritize building AI models that operate ethically, maintain fairness, demonstrate effectiveness, ensure security, and protect data privacy. By adhering to TRiSM principles, enterprises can mitigate risks associated with AI deployment while maximizing its potential benefits.

4. Intelligent Applications

Advancements in AI techniques have revolutionized smartphone computing, enabling the development of intelligent applications that anticipate user needs and deliver personalized experiences.

These intelligent applications are characterized by their proactivity, inherent adaptability, personalized suggestions, data-driven results, contextual awareness, and cross-platform compatibility. They leverage techniques such as Machine Learning, Deep Learning, Natural Language Processing, knowledge representation, and expert systems to deliver intuitive user experiences.

While smart mobile apps represent a fraction of the AI software market, broader adoption of AI platforms, applications, and infrastructure is anticipated in the coming years. IDC predicts significant revenue growth in the artificial intelligence software market by 2027, driven by increased investments in AI and automation technologies.

To explore further, the IA40 list compiled by Madrona provides insights into the top private companies dedicated to intelligent application development, categorized by their stage of development and focus areas.

5. Industry Cloud Platforms

Industry Cloud Platforms (ICPs) mark a significant evolution in technology solutions tailored to specific sectors, offering specialized services to address industry-specific challenges and requirements.

Unlike generic cloud platforms, ICPs are designed to meet the unique needs of industries such as logistics, retail, or agriculture. They offer specialized services critical to industry operations, ensuring regulatory compliance, scalability, and flexibility.

Gartner predicts that by 2027, over 70% of enterprises will leverage industry cloud platforms to accelerate business initiatives, up from less than 15% in 2023. These platforms create value by providing adaptable and relevant industry solutions tailored to specific business processes and market trends.

As organizations increasingly adopt industry cloud platforms, they can optimize operations, improve efficiency, and respond effectively to changing market demands, driving innovation and growth within their respective sectors.

6. No Code

The adoption of no-code development platforms is expected to experience significant growth in the business environment, fueled by demand from both professional and non-technical developers.

IDC forecasts robust revenue growth for Low Code, No Code, and Intelligent Development Technologies (LCNCIDT) by 2026, driven by the need to improve developer productivity and empower non-technical users to create digital solutions independently.

Gartner predicts a substantial increase in the use of low-code and no-code technologies, with 70% of new applications developed by organizations projected to utilize these platforms by 2025. The market for low-code and no-code development tools is expected to quadruple from 2023 to 2027, driven by their agility, simplicity, and compatibility with legacy IT infrastructure.

No code solutions, in particular, have emerged as transformative tools, enabling users to configure applications based on business logic without requiring coding expertise. This democratization of application development streamlines processes reduces costs, and fosters cross-team collaboration, driving broader adoption across industries.

7. Hybrid Working

Hybrid working has evolved from a temporary solution to a permanent fixture in organizational dynamics, offering flexibility and empowering employees to balance work and life commitments ef-

fectively.

European countries lead the adoption of hybrid work models, with significant variations in remote work policies across regions. The Netherlands emerges as a frontrunner in flexible working arrangements, with 74% of employees authorized to work remotely.

Forrester predicts that Europe will outpace the US in flexible working by 2024, with 40% of Europeans expected to work remotely at least part of the time. Additionally, new flexible working legislation is anticipated in the UK and the EU, prompting companies to invest in collaborative tools and empower their hybrid workforce.

As organizations embrace hybrid working models, they must prioritize employee well-being, collaboration, and trust to foster a productive and inclusive work environment conducive to long-term success.

8. New Horizon in Customer Experience

Generative AI is poised to revolutionize customer service by augmenting agents' capabilities and enhancing key factors linked to customer experience.

With the ability to analyze large datasets and learn patterns, generative AI enables fast and efficient responses, proactive problem-solving, personalized communication, multi-channel support, and customer acquisition and retention strategies.

By leveraging generative AI, organizations can deliver superior customer service experiences, drive sales, enhance loyalty, and continuously improve service quality through data-driven insights.

To capitalize on these advancements, organizations must align customer service innovations with their CX strategy, fostering coordination, implementation, and evaluation of new experiences to build customer trust and loyalty.

9. Satellite-Based Internet Connectivity

Satellite-based internet connectivity, particularly using Low Earth Orbit (LEO) satellites, is poised to become a ubiquitous component of global communications infrastructure by 2028.

LEO satellites offer lower latency and higher throughput compared to traditional satellite orbits, making them ideal for streaming applications and bridging the digital divide in underserved regions.

The adoption of LEO technology opens new opportunities across sectors such as IoT, precision agriculture, maritime fleet management, scientific research, and emergency communication, driving efficiency, safety, and sustainability.

Companies like Telesat and SpaceX are spearheading the deployment of LEO satellite constellations, aiming to offer global services and ensure resilient access to digital connectivity worldwide.

10. Unified Control

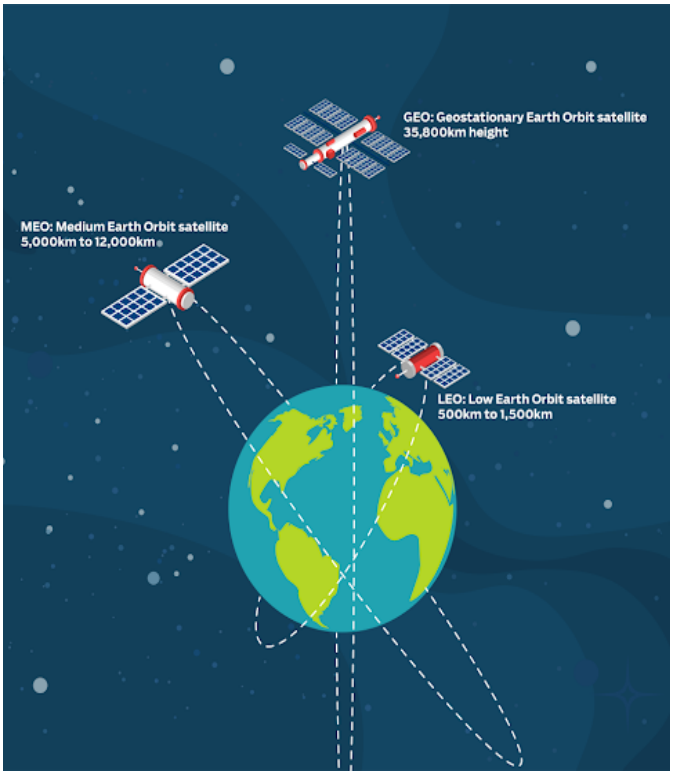
Unified control platforms enable centralized management and coordination of diverse operations and systems, addressing the growing complexity of IT environments.

As organizations adopt a holistic approach to IT management, unified control platforms evolve from managing specific systems to orchestrating operations across infrastructure, data, AI services, and business applications.

However, implementing and maturing unified control platforms pose significant challenges for IT teams, requiring standardization of processes, seamless integration, and adaptation to technological changes.

Ultimately, unified control represents a paradigm shift in IT management, empowering organizations to optimize resources, enhance operational efficiency, and adapt to dynamic technological landscapes effectively.

So, what trend are you planning to follow for 2024?



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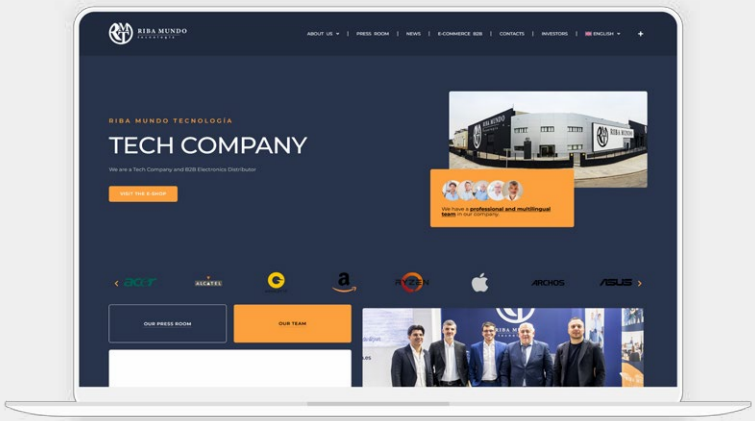

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Satellite-based internet

connectivity and Low Earth Orbit (LEO): how low-earth orbit satellite technology can connect the unconnected

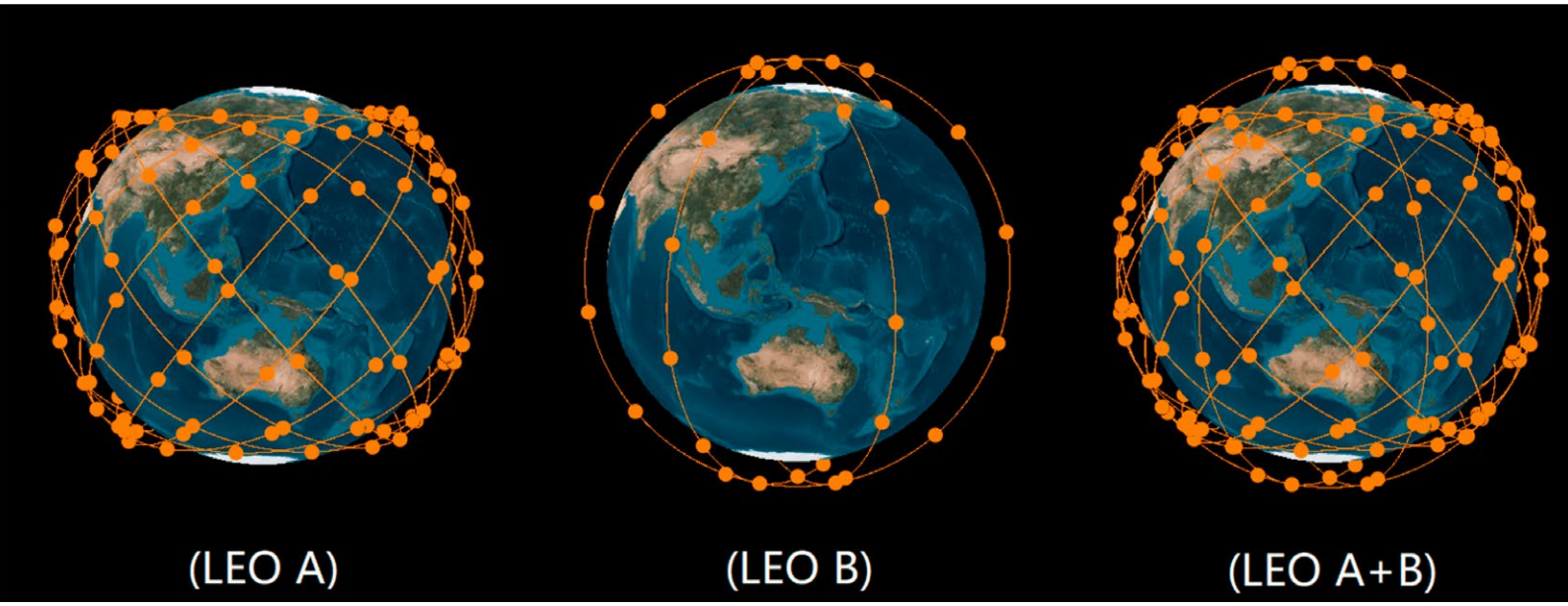
Satellites in low-earth orbit (LEO) are anticipated to be the groundbreaking force transforming the landscape of the Internet. As over one-third of the global population remains without online access, this constellation of satellites holds the potential to link those currently unconnected, thus narrowing the digital gap that disproportionately affects remote and rural communities.

Why do governments and businesses invest in Low Earth Orbit (LEO) satellite technology?

The European Union (EU) recently unveiled plans for an LEO satellite network valued at €6 billion. This constellation aims to provide secure communications and improved broadband access to the region while enhancing the cybersecurity and resilience of EU nations.

The EU will allocate €2.4 billion from its budget between 2022 and 2027, with additional funding coming from member states and industry partners. This initiative is part of a broader effort to reduce the EU's reliance on foreign entities and safeguard crucial communication services and surveillance data from external interference.

The EU is joining a space-based internet race where tech behemoths are investing billions in LEO satellite technology to bridge global connectivity disparities. SpaceX's Starlink, Elon Musk's satellite internet venture, has already deployed nearly 2,000 satellites and has sought licenses for over 40,000



more. Their service is currently accessible in select countries on a subscription basis, priced at $99 per month, + a one-time fee of $499 for home equipment.

Additionally, Amazon has disclosed intentions for a comparable project named Project Kuiper, with ambitions to deploy more than 3,000 satellites later this year. Another participant in the low-earth orbit (LEO) sector, OneWeb, supported by the UK government, Bharti Enterprises of India, and Eutelsat of France, currently maintains a fleet of over 350 satellites in orbit and aims to expand its constellation twofold.

Competition is fierce as more governments and corporations explore LEO satellite technology's potential to deliver high-speed Internet globally. However, with significant opportunities come significant responsibilities to address the cliffs posed by this emerging technology.

Can LEO satellites truly facilitate universal connectivity?

In today's digital age, high-speed internet access is no longer a luxury but a necessity. Despite the global digitalization drive accelerated by the COVID-19 pandemic, approximately 2.9 billion people still lack internet access due to issues of accessibility and affordability.

Building robust digital infrastructure accessible to all is crucial to bridging connectivity gaps. While broadband typically relies on extensive underground cabling, satellite-based connectivity becomes essential in remote regions where ground infrastructure is impractical. LEO satellites offer the potential to bring high-speed Internet to areas where traditional infrastructure falls short, making them an appealing solution for rural connectivity challenges.

LEO satellites orbit much closer to Earth (up to 2,000 km above the surface) than traditional geostationary satellites (approximately 36,000 km above the surface). Operating in a revolving network, LEO satellites require multiple units to provide internet coverage. This enables connectivity during air travel and even in remote oceanic regions. However, with numerous companies launching thousands of satellites into orbit, space congestion has become a pressing concern.

The issue of space congestion and the growing amount of space debris, along with astronomers' concerns about light pollution obstructing celestial observations, must be addressed when exploring LEO satellite connectivity.

How do we ensure equitable access to this technology?

As the world embraces digitalization, addressing the cost barrier to technology is essential to reduce existing digital disparities and expand opportunities for all.

Satellite connectivity comes at a premium cost, but for LEO-based Internet to genuinely connect the unconnected, affordability is paramount. While satellite broadband systems are advancing, ensuring affordable services must be a central component of global rollout strategies once these systems are operational.

The race to deploy LEO satellite ramifications is intensifying, necessitating multi-stakeholder collaboration to deliver inclusive connectivity. No single government or corporation can bridge the digital divide alone. Partnerships that invest in the future of the Internet are essential to connecting unserved and underserved communities worldwide.

The EDISON Alliance, spearheaded by the World Economic Forum, is rallying leaders from both public and private sectors to make digital inclusion a top priority. Through garnering pledges from governments and industries, the alliance endeavors to enrich the lives of one billion individuals by 2025 through cost-effective and readily available digital solutions spanning healthcare, financial services, and education.

Market Dynamics and Expansion Prospects

A Thriving Sector

The LEO satellite industry is witnessing significant growth, attracting investments from both conventional space agencies and private enterprises. Projections indicate that the global LEO Satellite Market is set to gain a valuation of USD 23.55 billion by 2030, with a compound annual growth rate (CAGR) of 11.9% between 2022 and 2030.

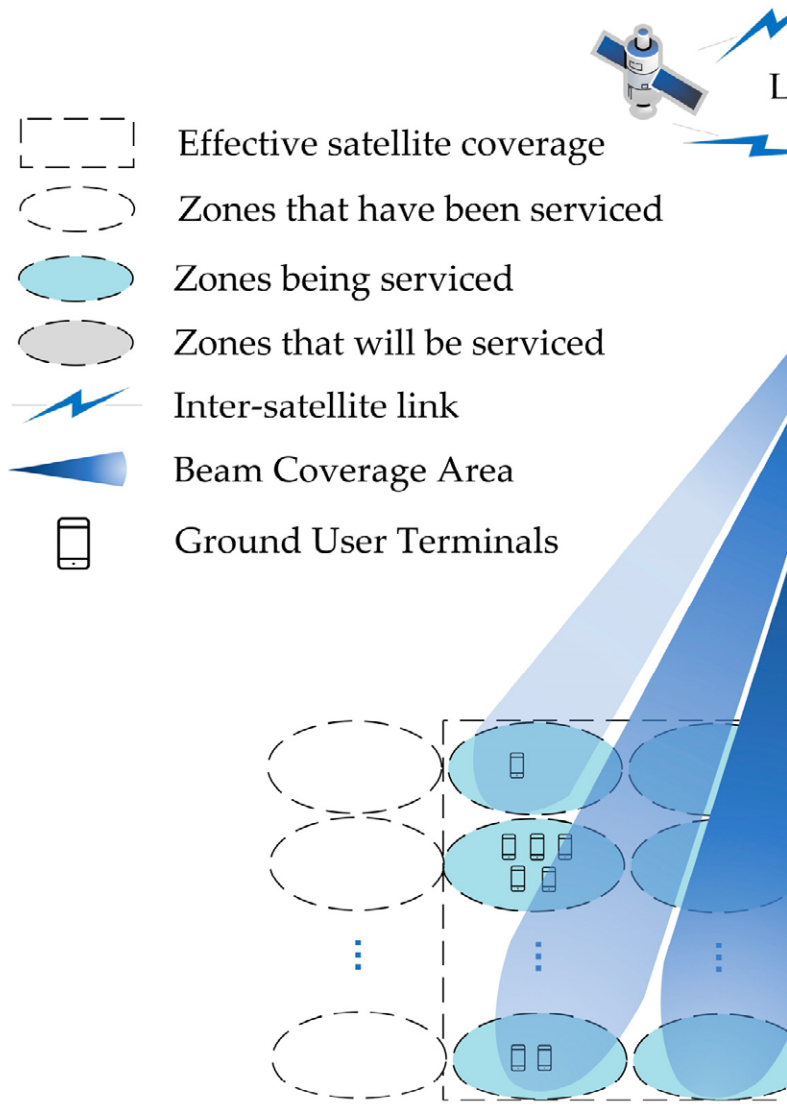
2. Rivalry and Ingenuity

Competition for dominance in the Low Earth Orbit (LEO) satellite domain is intense, with Elon Musk's SpaceX and numerous other ambitious contenders contending for supremacy. To grasp the innovations and strategies propelling this competition forward, let's explore some pivotal factors influencing the landscape:

Cost-Efficient Satellite Production: Intense competition in the LEO satellite market is being fueled by efforts to streamline satellite manufacturing costs. Notably, SpaceX has spearheaded initiatives to reduce launch expenses through innovations such as the Falcon 9 reusable rocket. By substantially cutting the cost of satellite deployment, SpaceX and its counterparts can launch a greater number of satellites at a fraction of traditional expenses, rapidly expanding their LEO satellite constellations.

Swift Deployment: The swiftness of satellite deployment plays an essential role in gaining a competitive edge. SpaceX's Starlink initiative, for instance, has been conducting sizable satellite launches in single endeavors, achieving remarkable deployment speeds. This expedited deployment strategy empowers companies to swiftly establish extensive satellite networks, covering expansive regions and providing services to consumers sooner than their rivals.

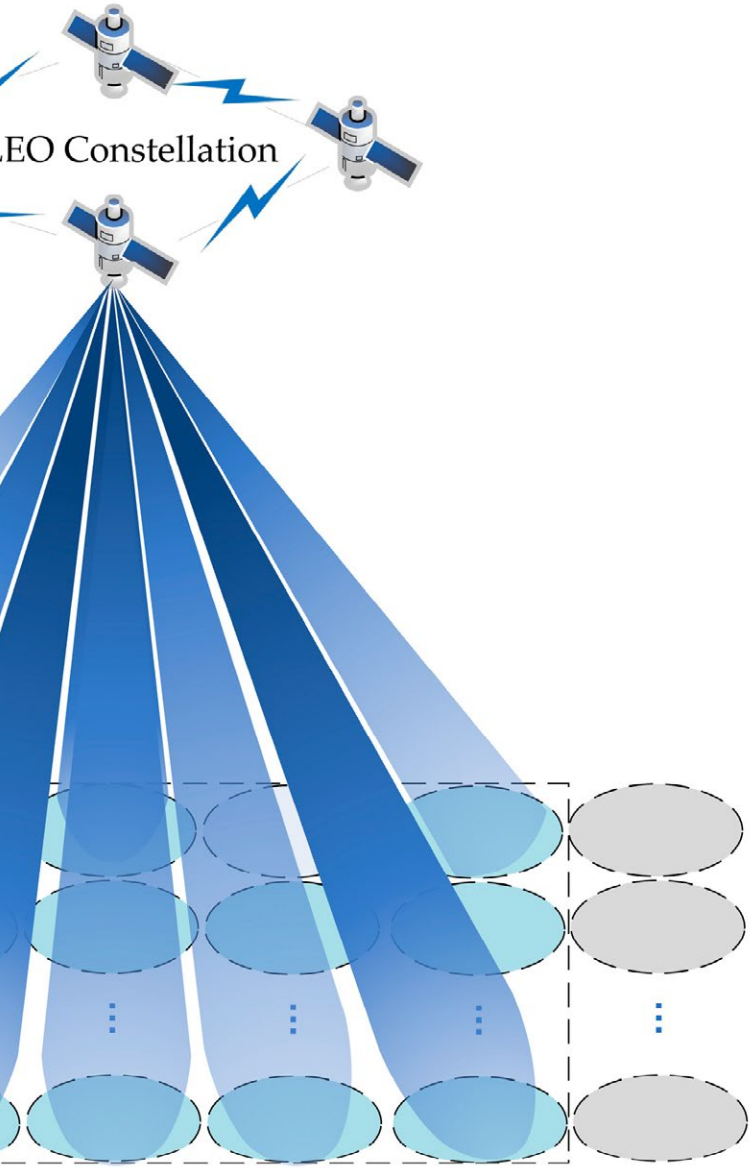
Technological Progress in Satellite Systems: Innovation in satellite technology stands as a pivotal factor in maintaining a lead in the LEO satellite race. Firms are continuously enhancing satellites



with advanced capabilities, including improved data transmission rates, expanded bandwidth, and enhanced performance. SpaceX's iterative approach to satellite design and production has enabled the integration of cutting-edge technological innovations into their Starlink constellation.

Global Reach: Attaining global coverage represents a primary objective for LEO satellite providers. Companies are strategically positioning satellites to ensure even remote and underserved regions receive access to their services. This global presence is pivotal for capturing a substantial market share and delivering ubiquitous internet coverage, among other applications.

Regulatory Compliance: Navigating the intricate regulatory landscape is paramount. Companies must secure requisite licenses and approvals from regulatory authorities to operate their satellite constellations. This entails negotiating frequency spectrum allocations, mitigating interference, and adhering to international space regulations. Skillful management of regulatory affairs can confer a sig-



nificant competitive advantage in the fiercely contested LEO satellite arena.

Competitive Pricing and Diverse Offerings: Competitive pricing and a diverse array of services are essential for enticing customers. Providers are presenting varied packages encompassing distinct internet speeds, data plans, and corporate solutions. SpaceX, for instance, has positioned itself to furnish high-speed Internet in rural and underserved locales at competitive rates, rendering it an appealing choice for consumers.

Vertical Integration: Some entities are embracing a vertical integration strategy, wherein they oversee various facets of the satellite ecosystem, spanning satellite manufacturing and deployment to user terminals and ground infrastructure. This comprehensive control enables them to optimize performance, curtail costs, and furnish a seamless user experience.

Collaboration and Consortia: Collaborative ventures and consortia are increasingly prevalent as companies endeavor to leverage each other's strengths. Collaborative endeavors may encompass the sharing of satellite constellations or the joint development of novel technologies and standards. Such alliances can aid companies in surmounting obstacles and expediting their market penetration.

Further Notes

A foundational principle is that regardless of the delivery method—be it wired, wireless, mobile, or satellite—networks must embody the essential characteristics of the Internet and its facilitators. This entails:

Endorsing the latest open Internet standards and universally compatible protocols that facilitate an open Internet;

Implementing industry-leading practices for Internet security and resilience, such as those advocated by the Mutually Agreed Norms for Routing Security (MANRS);

Ensuring the privacy, confidentiality, and integrity of transmitted information, supporting end-to-end encryption whenever feasible;

Encouraging the adoption of localized Internet infrastructures like Internet Exchange Points (IXPs) to link ground stations, offering end users access to other networks at reduced costs and latency, and exploring alternative shared infrastructure options;

Employing cutting-edge physical and network security measures, prioritizing secure design, and implementing defense strategies in multiple layers;

Ensuring the ability to securely upgrade satellite software remotely and inviting security experts to identify and report vulnerabilities;

Advocating for equitable spectrum usage, clearly allocating and fairly distributing spectrum resources across all technologies and operators to prevent frequency interference;

Maintain transparency regarding service capacity, latency, and reliability, and compare performance against other Internet access methods.

It is imperative that new players and emerging technologies have equitable opportunities to enter and exit the industry, with access to spectrum and orbital resources that enable effective competition.

In the pursuit of global connectivity through space, then, it is crucial to minimize the effective environmental impact of LEO-based systems, including space debris. Since removing space debris is exceedingly challenging once it accumulates, providers of LEO systems should take proactive measures to reduce the creation of debris, both before and during initial deployment, by any means necessary.

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Samsung Ring

(MWC)

The proposal is Samsung's clear alternative and that of its competitors in an increasingly vibrant market: devices aimed at monitoring our health status.

The Samsung Galaxy Ring is a lightweight ring thanks to its titanium construction. It weighs less than three grams, at least in the current prototypes, while the Oura Ring weighs between four and six grams. It is expected to be available in three colors: silver, black, and gold. According to the company, the index finger is the most recommended for wearing it, as it provides the best sensor readings.

It is difficult to capture the details behind the display case, but this is the appearance of the inner face of the Samsung Galaxy Ring.

It has a slightly concave design on its surface and is offered in various finger sizes — from 5 to 13 — marked with letters like S or XL on the inside of the design. An interesting note here: the battery and autonomy of the ring depend on this size: the larger the size, the more battery we will have available. Currently, this capacity ranges from 14.5 to 21.5 mAh, but it is not yet known how much autonomy the Galaxy Ring offers or how its charging system will work.

There are currently no details about the internal sensors that Samsung has integrated into the ring, but it is known that the company will leverage its partnership with Natural Cycles, a company that monitors the menstrual cycle in women.

However, one of the apparently key functions of the ring is sleep monitoring. Hok Pak, head of Digital Health at Samsung, explained that many people do not wear a smartwatch to sleep, causing that information to be lost. The ring is precisely designed to reinforce that option thanks to its less invasive format. According to CNET, it will be able to record heart rate, respiratory rate, nocturnal movements, and sleep latency.

One of the new features of the mobile health monitoring application is the "vitality score," which is based on data collected from sleep, activity, resting heart rate, and heart rate variability. This feature will also be available on the Galaxy Watch6 in the coming months, although a Galaxy S24 will be required to enjoy it.

The company has not provided details about the final presentation of the Samsung Galaxy Ring, but its presence at MWC 2024 is undoubtedly another indication that this smart ring will be available sooner rather than later. The question, of course, is whether it will succeed in becoming a valid alternative to the smartwatch for those who want to monitor their health.

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7 Above-All Technology Trends

for 2024

As we go deep into 2024, the technological landscape continues its rapid evolution, fundamentally reshaping every facet of our daily lives. These trends not only showcase innovation but also mold the future trajectories of diverse industries. Over recent years, significant trends have emerged, propelling advancements within the technology sphere.

These trends primarily focus on expanding and solidifying existing technologies rather than solely adopting new ones. Technologies such as Artificial Intelligence (AI), Extended Reality (XR), and the Metaverse, as well as 5G, among others, have already been under exploration and implementation in previous years.

In this article, then, we delve into what we perceive as the principal technological trends of 2024, providing a comprehensive outlook on their progression and their potential to revolutionize multiple aspects of our everyday lives.

Here's a rundown of the primary technologies and trends that we will explore further:

1. Artificial Intelligence (AI) and machine learning
2. Extended Reality (XR) and the Metaverse
3. Apple's Spatial Computing vision
4. 5G technologies, Internet of Things (IoT), and telecommunications
5. Digital twins and the convergence of physical and digital realms
6. Blockchain and data security
7. Automation and robotics

Artificial Intelligence (AI) and machine learning:

AI and machine learning will continue to take center stage in 2024. With significant advancements and increased prominence in 2023, these technologies are poised to instigate remarkable transformations across various sectors.

Anticipated AI Advances in 2024:

One particularly intriguing facet of this evolution lies in the refinement of generative AI, particularly within creative domains. This innovation is revolutionizing creative processes, spanning from art and music to writing and design.

However, beyond creative realms, AI is also driving substantial advancements in sectors like healthcare, facilitating accurate diagnoses and personalized treatments; in education, enabling adaptive learning experiences; and in e-commerce, refining service personalization while enhancing data analysis efficiency through machine learning.

Challenges in AI for 2024:

Despite these promising possibilities, generative AI in creative spheres also presents unique challenges, especially concerning copyright and originality. The increasingly blurred line between human and machine-generated creation raises pertinent questions regarding intellectual property and art authenticity.

Extended Reality (XR) and the Metaverse:

In 2024, Extended Reality (XR) and the Metaverse are expected to evolve in tandem, converging technologically and conceptually. This fusion promises a plethora of immersive experiences, bridging the gap between physical and digital realms.

Expectations from XR and the Metaverse in 2024:

The Metaverse has been an integral part of the digital landscape for several years now, offering a parallel virtual universe where human interactions and commercial activities assume a new dimension. These technologies are reshaping interactions, learning, work, and leisure, heralding a future where digital and physical boundaries blend seamlessly.

At the enterprise level, the utilization of XR technologies in both individual and shared experiences within the Metaverse is empowering brands across various industries to explore advertising, e-commerce, and immersive brand experience potentials.

Challenges of the Metaverse and XR in 2024:

Several challenges loom, particularly in interoperability between diverse virtual environments, as well as concerns regarding privacy, security, and accessibility. Ensuring secure and inclusive virtual spaces for all users is imperative.

Apple Vision Pro and Spatial Computing:

Aligned with Extended Reality and the Metaverse, Apple is set to unveil a groundbreaking XR device in 2024, the Apple Vision Pro. This innovative device represents a significant leap in user experience design, poised to offer unique functionalities for immersive entertainment.

Anticipated Impact of Apple Vision Pro in 2024:

The Apple Vision Pro marks Apple's foray into Mixed Reality (MR) and Virtual Reality (VR), boasting a sleek design and intuitive user interface. Incorporating advanced technologies like eye tracking and gesture recognition enables natural and seamless interaction with the digital environment.

According to Apple, this device will herald the era of "Spatial Computing," facilitating three-dimensional interaction with virtual objects and data within the user's physical environment.

5G Technologies, IoT, and Telecommunications:

5G technology has revolutionized global communication, offering ultra-fast speeds and enhanced connectivity. It has been instrumental in the development of IoT, advanced telemedicine, and intelligent transportation systems, fostering a more connected and efficient society.

Anticipated Advances in 5G and IoT in 2024:

The integration of 5G and IoT is expected to reach new heights by 2024, enabling seamless integration into daily life. Smart homes, empowered by IoT, are becoming increasingly prevalent, offering efficient energy management and enhanced security. Connected cities leverage IoT to streamline various aspects, from traffic management to utilities.

Real-time data collection and analysis, pivotal for effective management, will see further optimization with faster network connections, facilitating enhanced device communication.

Digital Twins and Phygital Convergence:

Digital twins, virtual replicas of physical entities, have transcended industrial realms, expanding into sectors like healthcare and smart city management. Expected to gain momentum in 2024, digital twins will play a pivotal role in phygital convergence, blurring the lines between physical and digital environments.

Key Developments in Digital Twins for 2024:

Phygital convergence redefines interactions with the environment, data, and systems within digital twin simulations. Despite advancements, challenges like data accuracy, system integration, and privacy protection persist. However, these technologies hold vast potential for future innovations across daily and business spheres.

Blockchain and Data Security:

Blockchain technology, beyond cryptocurrencies, has emerged as a transformative force in various sectors, including supply chain, digital voting, and identity management. In 2024, it is poised to solidify its position as a secure data management solution, ensuring integrity and privacy.

Anticipated Progress in Blockchain for 2024:

Blockchain enables secure digital identities, reducing the risk of identity theft and fraud. Despite its benefits, scalability, energy consumption, and legal integration remain challenges. Educating users and regulators will be crucial for responsible blockchain adoption.

Automation and Robotics:

Automation and robotics have seen exponential growth, revolutionizing industries and daily life. Expected to continue in 2024, these technologies promise enhanced efficiency, safety, and innovation.

Foreseen Advancements in Automation and Robotics for 2024:

Advanced robotics enhances safety and productivity in industries like manufacturing and agriculture. However, ethical considerations around job displacement and reliance on automation remain pertinent.

Future of Technology: Predictions and Possibilities:

Looking ahead, the technological landscape promises continued growth and innovation. Integrating AI across sectors, alongside advancements in various emerging technologies, holds the potential to address societal challenges.

In conclusion, the technology trends of 2024 pave the way for a connected, efficient, and sustainable future. From AI to robotics, each advancement presents unique opportunities and challenges. Addressing ethical and privacy concerns will be paramount in ensuring inclusive technological progress.

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AI TRiSM

(Trust, Risk, and Security Management): ethical and secure implementation of artificial intelligence

In the near future, AI Trust, Risk, and Security Management (AI TRiSM) will redefine business operations.

This cutting-edge framework identifies, monitors, and mitigates risks associated with AI technology adoption in organizations, encompassing both generative and adaptive AI systems. By leveraging AI TRiSM, organizations can ensure compliance with regulatory requirements and data privacy laws.

This article provides insights into AI TRiSM's definition, functionality, and application for organizational advantage.

Understanding AI TRiSM

AI TRiSM, as defined by Gartner, serves as a comprehensive framework supporting AI model governance. It emphasizes trustworthiness, fairness, reliability, robustness, efficacy, and data protection in AI systems.

This technological trend aids in detecting potential risks linked with AI model usage and provides guidance on risk mitigation strategies. Organizations adopting AI TRiSM can ensure that decisions are founded on reliable data sources, ensuring authenticity and realism in outcomes.

According to Gartner, integrating AI TRiSM into AI model governance processes can lead to a 50% enhancement in adoption rates, driven by improved model accuracy.

So, What is AI TRiSM?

AI TRiSM, crafted by Gartner, transcends mere technology or tools; it's a holistic approach comprising several essential facets with the aim of:

Ensure ethical standards and impartiality in AI decision-making, fostering user trust and embrace.

Recognize and alleviate potential hazards linked with AI systems, such as prejudices, breaches of data privacy, and vulnerabilities in security.

Safeguard AI systems against malevolent attacks and unauthorized intrusion, preserving confidential data and upholding system integrity.

The 4 Core Pillars of AI TRiSM

AI TRiSM relies on four primary pillars to accomplish its objectives:

1. Transparency and Model Surveillance: This pillar centers on comprehending the rationale behind an AI model's decisions. Techniques like explainable AI (XAI) methodologies and ongoing monitoring aid in ensuring clarity and detecting potential biases or deviations in the model's performance.
2. ModelOps: This encompasses overseeing the complete lifecycle of an AI model, from deployment to governance. Tasks such as deployment, monitoring, retraining, and governance are part of ModelOps, ensuring the model remains relevant, operates efficiently, and adapts to evolving conditions.
3. AI Application Security (AI AppSec): This pillar focuses on fortifying AI applications and their data against a spectrum of threats. It encompasses securing the infrastructure, data pipelines, and the model itself against unauthorized access, tampering, or attacks.
4. Model Privacy: This pillar tackles concerns regarding data privacy associated with AI models. It involves adhering to data governance regulations, minimizing data collection and utilization, and implementing methods like differential privacy to shield sensitive information.

By incorporating these pillars, organizations can develop and deploy AI systems that are not only efficient but also reliable, secure, and ethical. This cultivates user confidence, mitigates risks, and lays the groundwork for responsible and sustainable adoption of AI.

Harnessing AI TRiSM for Organizational Benefits

AI models face vulnerabilities to cyber threats, exposing them to potential exploitation for malicious purposes. Cybercriminals may leverage AI models for automating and optimizing nefarious activities, including malware attacks, data breaches, and phishing scams.

The proliferation of ransomware attacks globally underscores the urgency for implementing safety measures in new technology adoption, such as AI.

AI TRiSM offers a robust solution, providing organizations with a secure framework for deploying and operating AI models. This framework integrates measures such as secure storage, data encryption, and multi-factor authentication to protect the integrity and accuracy of AI-generated outcomes.

By establishing a secure foundation for AI implementation, businesses can focus on leveraging AI models to drive growth, enhance operational efficiency, and deliver superior customer experiences, ultimately achieving their strategic objectives.

AI TRiSM in Action: Use Cases & Real-world Examples

Two compelling use cases demonstrate the transformative potential of AI TRiSM in driving innovation and creating value:

Use Case 1: Ensuring Ethical AI Models

The Danish Business Authority (DBA) prioritized ethical standards in its AI models to ensure fairness, transparency, and accountability. DBA implemented processes to align AI operations with high-level ethical principles, including regular fairness testing and model monitoring.

DBA's approach enabled the deployment and management of 16 AI models that monitored financial transactions and fostered trust with stakeholders and customers.

Use Case 2: Establishing Explainable AI Models

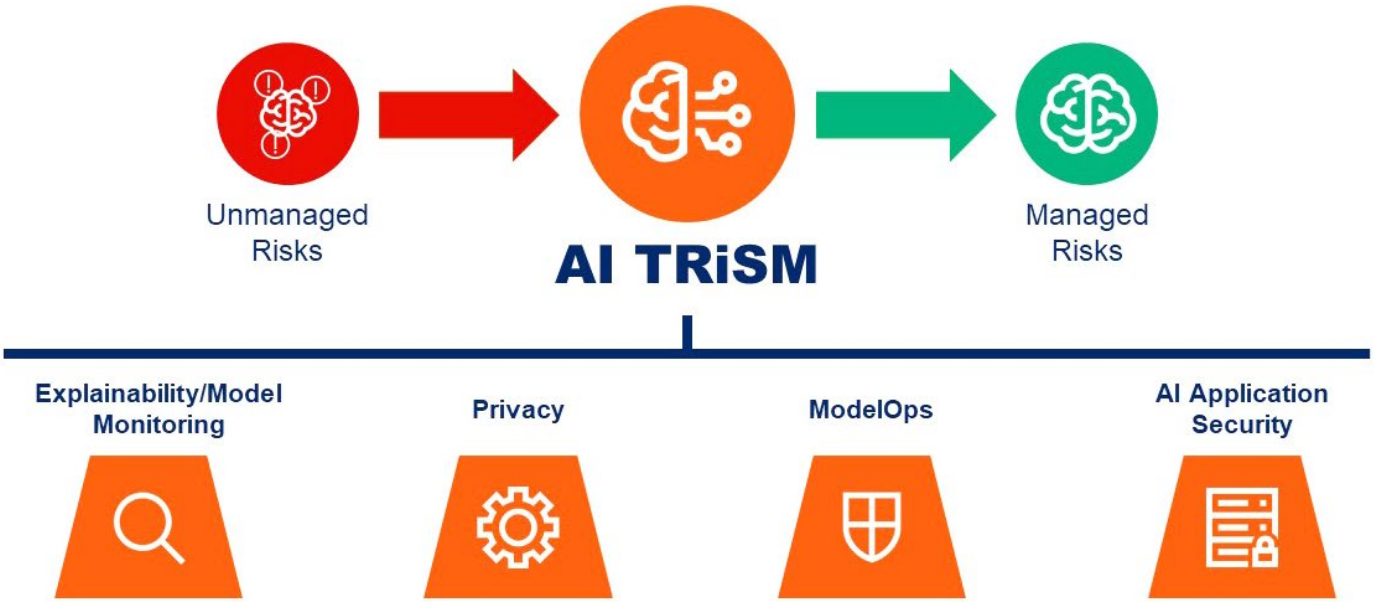
Abzu, a Danish startup, developed an AI product capable of generating mathematically explainable models identifying cause-and-effect relationships. These models facilitate efficient validation of results, leading to the development of effective treatments for conditions such as breast cancer.

Abzu's AI product enhances trust with stakeholders by providing transparent insights into decision-making processes.

Key Actions for AI TRiSM Implementation

To optimize the benefits of AI TRiSM, companies should consider the following actions:

1. Establishing an Organizational Task Force: Set up a dedicated unit to oversee AI TRiSM efforts, tasked with developing and implementing robust policies and frameworks. This team should con-

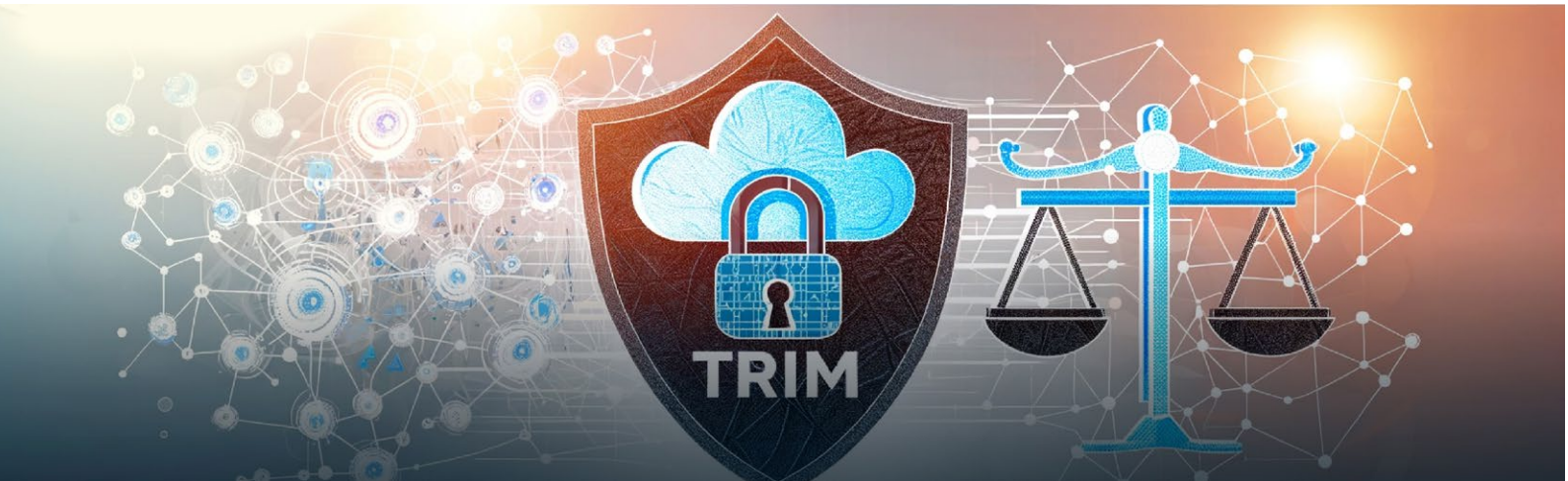


tinuously monitor and evaluate the effectiveness of these measures, educating employees on AI technology's implications and risks.

2. Maximizing Business Outcomes: Instead of merely meeting legal requirements, focus on implementing measures to enhance AI systems' security, privacy, and risk management. This approach ensures better management of AI systems, maximizing business outcomes. For instance, appropriate security measures for AI systems analyzing customer data should be implemented.
3. Involving Diverse Experts: Engage stakeholders with varied expertise in the AI development process, including tech enthusiasts, data scientists, business leaders, and legal professionals. By collaborating, these experts can develop comprehensive AI TRiSM programs addressing both technical and legal aspects.
4. Prioritizing AI Explainability: Ensure AI models are explainable or interpretable using open-source tools or vendor solutions. Understanding model workings fosters ethical and responsible AI use, benefiting both customers and the organization. For example, AI explainability tools offer insights into model input variables and output calculations.
5. Tailoring Methods to Use Cases: Prioritize data protection in AI systems by implementing encryption, access control, and data anonymization. Different AI use cases and components may require tailored data protection methods to ensure compliance with regulations and safeguard customer privacy and reputation.
6. Ensuring Data and Model Integrity: Focus on model and data integrity to mitigate risks associated with AI model deployment. Implement security measures to ensure models and data are protected from manipulation, ensuring accuracy and reliability. Automated testing can validate model accuracy and detect anomalies or errors.

Transforming AI Models with AI TRiSM

AI TRiSM is an emerging technology poised to enhance AI models' reliability, trustworthiness, security, and privacy. By prioritizing secure and safe AI model usage, businesses can achieve their goals, support various strategies, and safeguard their brands.



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Generative AI:

fast responses, proactive problem-solving, and personalized communication on different markets

As we saw earlier in this issue, the ascendancy of Generative AI has been a remarkable journey that showcases the relentless pursuit of creating machines capable of creative expression.

One of the most significant breakthroughs in the field came with the introduction of Generative Adversarial Networks (GANs) by Ian Goodfellow and his team in 2014. GANs revolutionized Generative AI by introducing a novel two-network architecture: a generator that produces synthetic data and a discriminator that evaluates the authenticity of the generated data. Through adversarial training, GANs became highly proficient in generating realistic images, videos, and audio. This marked a turning point, propelling Generative AI into the spotlight and igniting a surge of research and innovation.

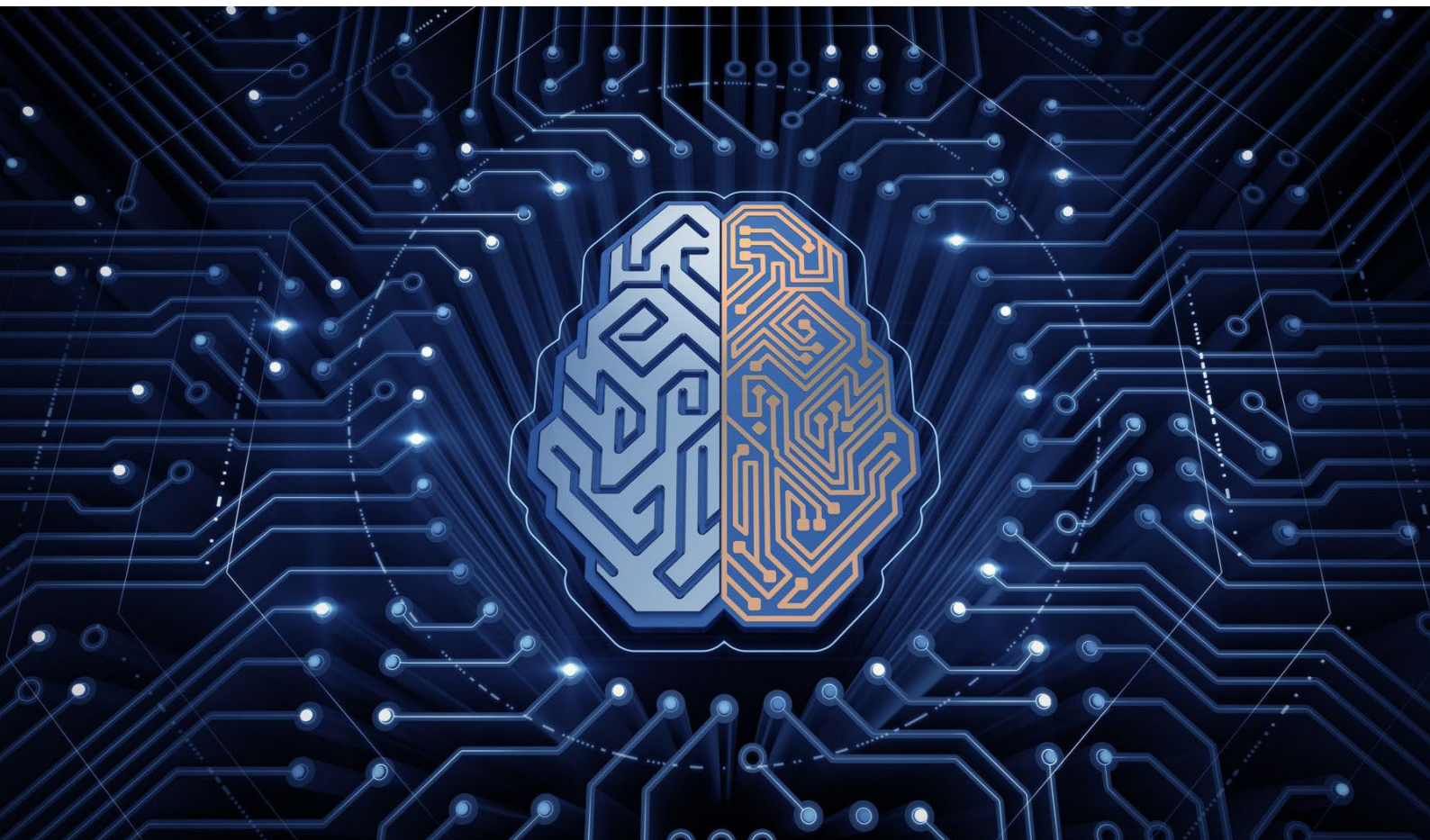
As the technology progressed, Generative AI found its way into various domains. In the art world, AI-generated masterpieces were showcased in prestigious galleries and auction houses, blurring the lines between human and machine creativity.

In the entertainment industry, AI-powered chatbot characters and virtual worlds became staples of video games and interactive experiences, captivating audiences worldwide.

The impact of Generative AI also extended to industries like fashion, healthcare, and architecture, where AI-generated designs, medical images, and building layouts brought new levels of efficiency and creativity.

Today, Generative AI continues to evolve rapidly, guided by the collaboration between researchers, developers, and artists from diverse backgrounds. With each breakthrough, Generative AI pushes the boundaries of what is possible, opening new frontiers in creativity and innovation.

As we enter 2024, the ascendancy of Generative AI shows no signs of slowing down, promising to reshape industries, enhance human creativity, and unlock novel solutions to some of society's most pressing challenges.



The Influence of Generative AI on Industries

The influence of Generative AI on industries has been nothing short of transformative. In the realm of art and entertainment, Generative AI has redefined the boundaries of creativity. Artists now harness AI tools to explore new artistic expressions, leading to a fusion of human ingenuity and machine-generated beauty. AI-generated music, visual arts, and literature have found their way into galleries, concert halls, and literary circles, captivating audiences with their novel and emotive compositions. Moreover, the entertainment industry has leveraged Generative AI to create virtual characters, environments, and narratives that blur the lines between reality and imagination, enriching video games, movies, and immersive experiences.

In the world of marketing and content creation, Generative AI has revolutionized how brands engage with their audience. Personalized content, driven by AI algorithms, caters to individual preferences, resulting in more meaningful and relevant interactions with consumers. From targeted advertising to customized product recommendations, Generative AI enables brands to deliver personalized experiences at scale, fostering brand loyalty and customer satisfaction. Additionally, an AI-powered streamlines content creation workflows, empowering marketers to produce high-quality content efficiently and with reduced costs.

Generative AI has also made significant contributions to the healthcare industry, particularly in medical imaging and drug discovery. AI-generated medical images aid in diagnosing and detecting diseases with higher accuracy, expediting the diagnostic process and improving patient outcomes. Furthermore, Generative AI models are employed in simulating the behavior of complex biological systems, accelerating drug discovery and development. This breakthrough technology allows for the exploration of vast chemical spaces and the identification of potential drug candidates, ultimately shortening the time and resources required to bring life-saving medications to market. As the healthcare sector embraces Generative AI advancements, it holds the potential to revolutionize patient care and usher in a new era of medical innovation.

Now, let's explore what Generative AI can do for your business in 2024 and witness how these groundbreaking developments propel the boundaries of creativity, efficiency, and problem-solving to new heights.

AI for Creativity

The generative AI tool Dall-e came with many surprises. It was the first tool to generate art with only a few inputs. Although its earlier version wasn't accurate at generating decent art, it's now much better and creates art just as the user asks.

However, it's not the art that all such generative AI tools can do. They can generate real-time animation, music, and audio for various use cases. This will see continuous growth for years, enabling musicians, songwriters, art creators, sound effects professionals, and normal users to harness the full potential of generative AI tools and express their creativity.

OpenAI

DALL-E

High-Level Personalization

Generative AI was built with technologies that possess capabilities to deliver personalized experiences. These include GAN, neural networks, advanced ML algorithms, and language models.

These are fed a huge volume of data sets to train their data analysis, data generating, and prediction capabilities, resulting in a system that can analyze an individual's personalized choices, generate similar results, and become highly engaging. This is similar to helping you pick exactly the things you want, and you receive those quickly without any hassle.

High-level personalization can help businesses generate huge revenue by targeting the right market and audience by focusing on the right parameters. For instance, generative AI-driven personalization can help businesses draft customized content for any marketing propaganda. Similarly, the sales team can push personalized product emails to potential clients by analyzing their demands to increase sales. Generative AI tools can do this by looking at company demand, what the client had purchased earlier, his top picks from products, and his goal to shortlist the product he needs.

Advancements in Generative Adversarial Networks

GANs are the core of generative AI; without them, this future AI won't even exist. The GANs are responsible for creating new data that resembles the training data. For instance, it can generate an image of a lady even when they don't even belong to any girl in the world.

GAN has two systems generators and discriminators in its neural network that compete with each other with deep learning methods to become more accurate at predicting. If you have used any generative AI tools, then GAN is the one that allows you to create images, text, audio, or videos. In 2024, this trend will continue to grow, and the GAN will continue to evolve and become capable of providing new use cases.

Conversational AI

The AI was never that intriguing a few years back; all it did was analyze data, learn things, and suggest ideal changes or prompt a command. They were never conversational, and we can agree with this statement if we see voice assistants such as Google, Alexa, or Siri.

Enter generative AIs, and now the conversational part has just skyrocketed. Generative AI tools like ChatGPT are conversational at the human level; a sudden jump in AI's ability to have a conversation was never expected; in other words, it got us off guard. The reason these AIs are so compelling in conversation is because of their stack, which comprises neural networks, neural language processing, generation, deep learning, and LLM. These stacks allow AI to be highly engaging and conversational, just like humans, and they have already been considered for voice assistants and various customer care chatbots.

This is because they can be sentimental and give humans the comfort they need when expressing experiences; this is especially helpful in customer care, where whenever a customer gives feedback regarding a defective product, the bot can be sentimental to provide personalized care.

In summary, these can add value to business operations at all levels, giving business personnel human-like experiences in real-time. This could be the most interesting trend of 2024.

Generative AI Infrastructure

The technology stack of any IT practice evolves to make the domain competitive, and generative AI is no exception. When ChatGPTs made its debut,

it was based on the GPT-3 (generative pre-trained transformer) model, with the primary objective of generating texts such as articles, poems, essays, news reports, etc.

Now, the open AI wants to take a step further and polish its functionalities to provide unique applications. For this, they have developed a GPT-4 model that focuses on scaling and introducing Reinforcement Learning with Human Feedback (RLHF) to generate more relevant responses.

Like OpenAI, other startups, such as Anthropic, have been working on their version of the feedback model, like RL-CAI, to power their chatbots. This technological adaptation will shape 2024 AIs to become more accurate at responding to specific human tasks and better understand humans.

Scientific Research

Scientific research has been accelerated thanks to technology, and the emerging technology of generative AI shows promise in further accelerating research in various fields. This will result in better innovation, production, and implementation of new research techniques that can enhance different sectors and improve human lives.

This is because generative AIs are trained on huge data sets. With such enormous research data, they learn, adapt, and become conscious of the research processes and their parameters to generate insights and hypotheses across different disciplines. Fields like physics, astronomy, biology, chemistry, and others benefit from generative AI's potential to build systems that improve the analysis, generation, and prediction of research objects, for instance, identifying the output of a chemical reaction, the heat generated, its concentration level, and structure.

Generative AI has begun transforming such fields. Among them is healthcare, where gene sequencing is done with the help of AI to find out how gene expression will change in response to specific changes in genes and accordingly produce medicines to enhance patients' overall health.

Designing DNA with AI, The Century of Biology

Another example would be drug discovery. AI creates drug candidates for clinical trials to test their efficacy with computer simulations, which accelerates the discovery and development of new drugs for critical diseases. We will likely see such top generative AI use cases increasing this year as new generative AI tools contribute to research.

NLP Applications

Generative AIs can engage with a tone that almost seems human. Whether text, audio, image, or video, they have become more natural in conversations with the right sentiment. This is all because of (NLP) Natural Language Processing, which allows generative AIs to read texts, hear speech, identify sentiments and their proportions, detect the crucial parts, and accordingly suggest AI to respond with relevant information.

This all seemed impossible with traditional AI models as they were only created to analyze, detect, and provide statistical information. In contrast, Generative AI has caused NLPs to evolve with the ability to accurately comprehend the data and help AI interact more effectively with humans.

This year the NLP applications trend will grow, causing a rise to voice assistants and chatbots that almost feel human in conversation.

Intelligent Process Automation

With AI taking over business processes, companies must lay a strong foundation of genAI tools that facilitate automation for efficient, effective, and faster business operations.

Generative AI-powered automation has plenty of benefits, such as automating data entry, invoicing, accounting, and documentation, so companies get to shift their resources to complex roles for maximum output. Another benefit of AI automation is that companies can gain insights into various business parameters within seconds and evaluate the values instantly to strategize specific areas.

Large language models (LLMs) can analyze all the business data and categorize them into structured and unstructured manner to standardize newly formed data for accurate knowledge of business logic. Similarly, generative AI image recognition tools powered with neural language understanding can help detect document anomalies, strengthen logical response and enhance cognitive automation to address issues such as workforce shortage.

Moreover, robotic process automation can provide business-specific advantages such as insurance claiming, automated marketing and sales, fraud detection and risk management, supply chain automation, etc. With more and more AI tools centering around automation this year, the automation trend will see a huge boost.

Wide Range of Applications

It all started with mid-journey and stable diffusion, the first generative AI models that went viral on social media. Soon, generative AI became the biggest hype in human history after the debut of ChatGPT. At a single prompt, the world can now have answers to almost all of their questions with the help of ChatGPT; they can even use such generative AI tools to generate images, videos, audio, art, and other media.

More and more generative AI tools are rising because of their ever-increasing popularity, use cases, demand, and advantages. AI companies have also started matching their pace with increasing demand by producing unique AI tools that provide unique functionality for casual and work-related operations.

For instance, Jasper is now gaining popularity as one of the best copywriting tools, built flawlessly on top of the GPT-4 model for enterprise-centric content. Another tool, Harvey, is built by training proprietary data that is mostly used in the law sector. This tool can get the context out of complex law terms and create contracts for multiple parties involved.

Similarly, many tools are entering the market that promise to bring exceptional automation capabilities for various business operations, and 2024 will be the year when everyone will put their bet on one or the other generative AI tool since major AI products such as Bard and GPT-4 modeled chatbots might enter the game with exceptional capabilities.

Final Words

In case you want to join the rage of AI, it's highly recommended that you hire a capable generative AI development company to build your business-specific AI tool and have the benefit of getting accurate results and analytics to transform your business operations.

Get prepared and get Gen!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Smartphone Market

in Q1 (rollable devices)

In the fourth quarter of 2023, Apple led the European smartphone market and increased its market share.

During Apple's financial conference call on February 2 for the calendar fourth quarter of 2023 and the fiscal first quarter of 2024, CEO Tim Cook announced that Apple had achieved revenue records in over two dozen countries and regions, including all-time highs in Europe and the rest of the Asia-Pacific region. Canalys has now released its analysis of the European smartphone market for the fourth quarter of 2023, confirming Apple's leadership position.

According to Canalys' latest research, on the other hand, smartphone shipments to Europe (excluding Russia) declined by 3% year-on-year to 37.8 million units in Q4 2023. Apple regained the top spot in the rankings after seven quarters behind Samsung, experiencing a 1% year-on-year growth to reach 12.4 million units.

"High-end smartphones accounted for a record share of the European market in Q4 2023. Nearly 40% of smartphone shipments were priced at $800 or higher," noted Runar Bjørhovde, an analyst at Canalys. "The strong demand for the iPhone 15 Pro drove the dominance of the high-end segment."

Looking ahead, Apple aims to capitalize on the upcoming refresh cycle by exploring new avenues to market iPhones. This includes initiatives such as the bank-as-a-channel approach, piloted with Santander in Spain, to provide consumers with additional purchasing options.

As for the market in 2024, and according to the latest research by Canalys, however, competitor forecasts for the smartphone market in Europe (excluding Russia) indicate a projected increase of 7% in shipments, reaching 132 million units in 2024. The anticipated refresh cycle and a reduction in economic pressures are expected to drive volume growth across Europe.

However, the remainder of 2023 poses ongoing challenges. Canalys predicted, in fact, a market decline of 13%, attributing this to various factors such as prolonged device lifetimes, lengthened purchasing cycles, increased competition from the secondhand market, and elevated inventory levels throughout the region's sales channels.

What will it be? Let's keep in touch ;)

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Apple Vision Pro:

So Far So Good

Sales of the Vision Pro officially began on February 2 in the United States at a starting price of $3499. Apple's first mixed reality headset could represent a new milestone for the Cupertino giant, transitioning from mobile computing to spatial computing. Here are the potential implications for everyday life.

What is Apple Vision Pro, how does it work, and what can be done with the augmented reality headset?

Apple Vision Pro is Apple's first augmented reality headset - or rather mixed-reality - unveiled in June 2023 and launched in the US market on February 2, 2024. It introduces the concept that Apple calls spatial computing, whereby the real world and the virtual world are "merged" into a single "hybrid" environment. Through a scan of the surrounding environment, faithfully reproduced on the screens inside the headset "mask" itself, the user can look "through" the headset by applying elements of the virtual world to the reality of the surrounding world, opening up some very interesting use cases.

The two underlying concepts of Vision Pro: mixed reality and spatial computing

Before delving into its potential use cases, let's first understand what Apple Vision Pro is and what technologies enable its operation. As mentioned earlier, Vision Pro is a mixed-reality headset.

But what do we mean by "mixed reality"? As the name suggests, this technology refers to a mix of the digital world and the virtual world, which allows the visualization of virtual and physical environments and objects that can interact with each other, as if they were part of a single environment, which we could define as hybrid.

Apple Vision Pro, the new mixed-reality headset, hits the market

But be careful: mixed reality (MR) should not be confused with augmented reality (AR), virtual reality (VR), augmented virtuality (AV), and the real world: it is the sum of all this, as also summarized in the following diagram.

When Apple presented Vision Pro, it somewhat enhanced this concept by talking about spatial computing. During the keynote presentation, Tim Cook (Apple CEO) likened the headset to two other milestones in computing that revolutionized the tech sector: the Macintosh, which introduced the

concept of personal computing in 1984, and the iPhone, which introduced the concept of mobile computing in 2007.

According to the concept of spatial computing, there is no true separation between the physical environment and the digital one: these are one and the same. This is accentuated by the simplicity of interaction with the mixed environment that unfolds before you once the headset is worn, entirely controllable by eye and hand movements, as well as through voice commands. By looking at an element of the interface, pinching it, and touching it with your fingers, you can have an interaction that seems to be entirely real.

This is to say that Apple places the same confidence in Vision Pro as it has in the past with the Mac before and the iPhone later. And who knows, maybe Tim Cook sees in Vision Pro his legacy, the last great product before ending (perhaps in a few years) his career at the helm of the Cupertino giant.

How Vision Pro works and what it is used for

Part of the credit for all this goes to Vision, the operating system that governs Vision Pro. Thanks to the latter, applications can fully fill the surrounding space well beyond the boundaries of a display and can be moved practically anywhere and resized at will. Not to mention, then, that these react to the room's lighting and cast their shadows in the environment as if they were "materialized."

But what makes such "wizardry" possible? The LiDAR scanner equipped with the headset works in conjunction with the TrueDepth camera and creates an accurate and realistic 3D map of the surrounding environment.

The M2 chip that powers the headset, meanwhile, runs visionOS, executing advanced artificial vision algorithms, while the second chip in Vision Pro, called R1, processes inputs from cameras, sensors, and microphones by transmitting images to the integrated ultra-high-resolution displays inside the "mask," all within 12 milliseconds.

This "behind-the-scenes" work of all Vision Pro components, occurring so rapidly and in such a coordinated and precise manner, gives the user the sensation of seeing the real environment "merged" with the virtual one.

What can be done with Vision Pro

Vision Pro, therefore, does not want to be simply another cool product. Apple sees the headset as the bridge that will enable the transition from mobile computing to spatial computing. What are the implications? It's still early to say, but at least potentially, spatial computing could revolutionize virtually every sector.

Since the launch of Vision Pro on the market, social media has been flooded with content showing users using the device for various activities, which certainly do not just involve extending the Mac desktop to work with greater visual comfort or watching multimedia content with an unprecedented level of immersion.Some have even started using the headset to weigh food without having to resort to a scale.

The potential use cases can be virtually endless and touch all sectors: work, industry, medicine, education, and so on.

While the use of Vision Pro and, more generally, spatial computing will have a positive impact on productivity, making work and daily activities more efficient and effective, it will be necessary to understand how to avoid total estrangement from reality while wearing the headset.

In part, Apple has already thought about this with the EyeSight function, which shows a rendering of the wearer's eyes on the external display of the headset, allowing people around them to continue seeing their eyes even if they are covered.

What are the limitations of Apple's AR/VR headset?

However, there are still limitations that can be worked on to improve the collective user experience of Vision Pro and make spatial computing more inclusive and collaborative.

Apple Vision Pro in Europe: What We Know

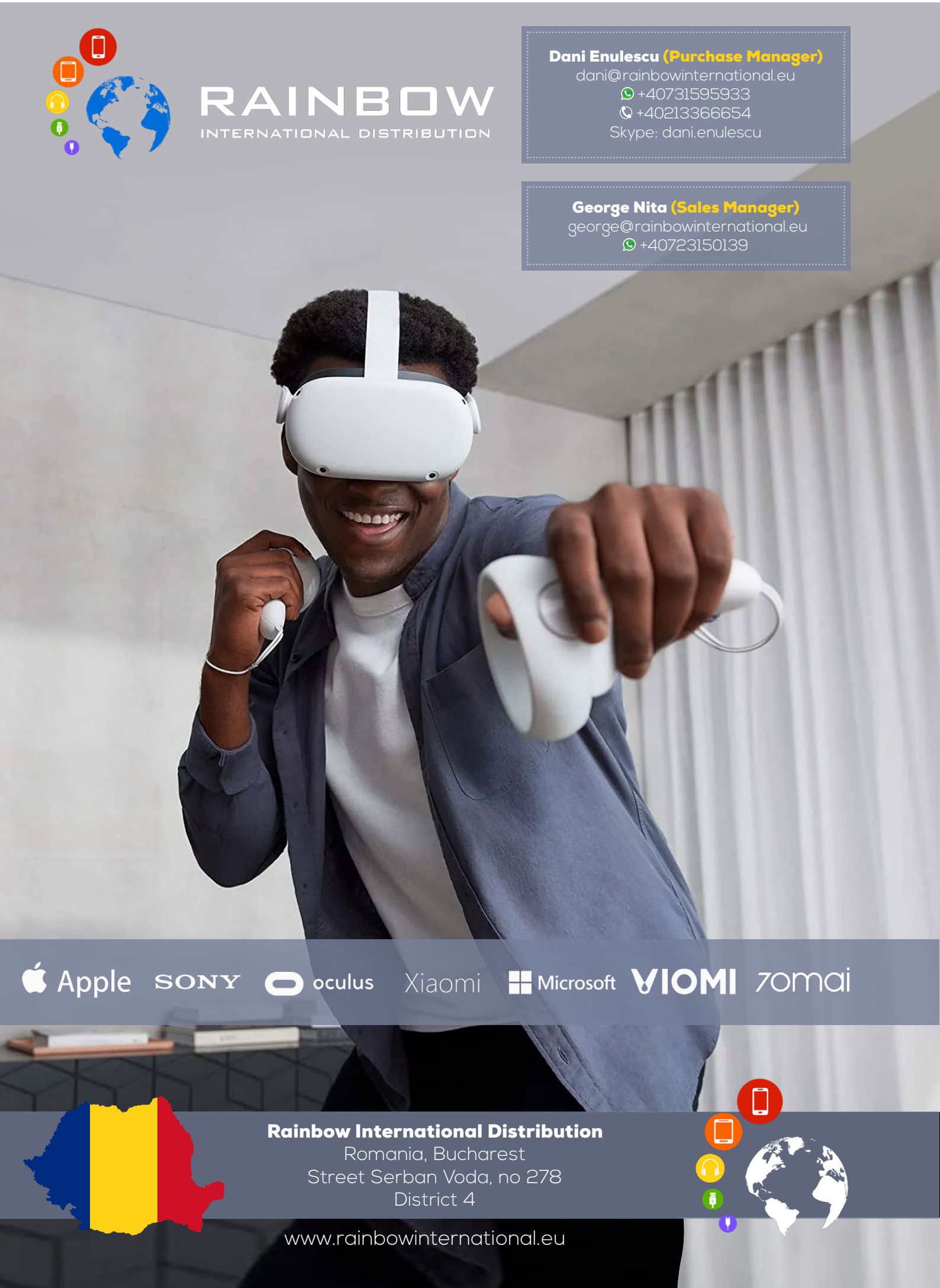
Meanwhile, demand for Apple Vision Pro in the US seems to have plummeted in recent days following a launch that exceeded expectations (March 2024). Nevertheless, it appears that Apple's headset is finally ready to make its way to the Old Continent: the European launch of Apple Vision Pro could be imminent!

Currently, the Apple Vision Pro app store lacks many important applications, and a global launch of the headset could convince skeptical developers to release their software for the headset as well as for iPhone, iPad, and Mac. However, other authoritative voices in the Apple landscape are still convinced that Vision Pro will arrive in Europe only in 2025, many months after Kuo predicted.

In any case, the "second wave" of Vision Pro launches should involve European countries such as France, Germany, Italy, and Spain, as well as several Anglo-Saxon states such as the United Kingdom, Canada, Australia, and New Zealand. In the Anglophone world, of course, visions will be available in English, while in European countries, the operating system will be translated into languages such as French, German, and Spanish.

Moreover, Kuo reiterated that "at this time, I predict that a new model with significant changes from Vision Pro will not go into production before 2027." Despite Ming-Chi Kuo's predictions, Apple has been working on Vision Pro 2 for months but apparently wants to keep its headsets on three-year life cycles, twice as long as those of Macbooks and three times as long as those of iPhones, perhaps even to justify the extremely high price of Vision Pro for end consumers.

However, Kuo confirmed that a modified version of Apple Vision Pro will go into mass production between late 2025 and early 2026, hitting the market in the first half of 2026. However, this latter version "should not have significant differences from the headset currently on the market in terms of user experience," instead focusing on less expensive components to lower the final price of the device for users while keeping their experience with the headset unchanged: it should therefore not be a new product, but an improved version of the first-generation Vision Pro.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Smart Cities

Revolution 2024

The notion of intelligent urban centers is in constant evolution, driven by advancements in technology and an increasing recognition of the necessity for sustainable urban growth.

As we keep diving into 2024, several significant developments are poised to influence the trajectory of smart cities globally. These developments encompass a diverse array of technologies and strategies aimed at enhancing cities' efficiency, livability, and responsiveness to their inhabitants' needs.

Let's delve into the emerging trends that will define smart cities in 2024.

1. Advancement of 5G Connectivity and IoT Expansion

The deployment of 5G networks is poised to expedite the adoption of the Internet of Things (IoT) in smart cities. With its ultra-fast and low-latency connections, 5G facilitates real-time data transmission, making it well-suited for IoT applications. Anticipate a proliferation of intelligent sensors and devices monitoring various aspects, from traffic patterns to air quality, thereby enhancing data-informed decision-making for urban planners.

2. Utilization of AI for Urban Planning

Artificial Intelligence (AI) is increasingly utilized to analyze vast datasets collected by smart city sensors. This data is leveraged to optimize urban planning, traffic management, and resource allocation. In 2024, AI is expected to play a pivotal role in devising more efficient and sustainable city layouts.

3. Focus on Sustainable Transportation Solutions

Amid growing concerns about urban congestion and environmental sustainability, smart cities are prioritizing sustainable transportation options. Electric vehicles, bike-sharing initiatives, and improved public transit systems will become more prevalent. Furthermore, Mobility as a Service (MaaS) platforms will integrate diverse transportation modes into a seamless, eco-friendly commuting experience.

4. Integration of Renewable Energy

Smart cities are increasingly embracing renewable energy sources to power their infrastructure. Solar panels, wind turbines, and advanced energy storage solutions will be seamlessly integrated into urban landscapes to mitigate carbon footprints and bolster energy resilience.

5. Adoption of Blockchain for Governance and Security

Blockchain technology is gaining traction in smart cities for its capacity to enhance security and transparency. It can be employed for secure identity verification, tamper-proof record-keeping, and secure voting systems, all contributing to improved governance and data integrity.

6. Implementation of Augmented Reality in Urban Design

Augmented Reality (AR) technology is being harnessed to visualize urban development projects in advance. Urban planners and residents can explore proposed alterations to cityscapes in real time, fostering better-informed decisions and greater community engagement in urban development endeavors.

7. Promotion of Community-Centric Data Initiatives

Smart cities are increasingly recognizing the importance of involving residents in data collection and decision-making processes. Community-cen-

tric data initiatives, such as participatory budgeting and crowdsourced urban planning, will become more prevalent, ensuring that smart city projects align with community needs and preferences.

8. Investment in Resilience and Disaster Preparedness

Given the escalating frequency of extreme weather events, smart cities are investing in resilient infrastructure and disaster preparedness measures. This encompasses early warning systems, flood-resistant structures, and evacuation planning powered by real-time data and predictive analytics.

9. Focus on Digital Inclusion and Equity

Addressing the digital divide remains a top priority for smart cities in 2024. Efforts will be concentrated on ensuring universal access to digital services and fostering opportunities for all residents to engage in the smart city ecosystem, regardless of socioeconomic status.

10. Embrace of Circular Economy Practices

Smart cities are embracing principles of the circular economy to minimize waste and promote sustainability. Initiatives such as recycling programs, waste-to-energy projects, and the promotion of eco-friendly products and practices will take center stage in urban sustainability efforts.

In conclusion, 2024 holds promise as a transformative year for smart cities as they continue to evolve and adapt to meet the evolving needs of their inhabitants. These emerging trends signify a collective endeavor to create more efficient, sustainable, and inclusive urban environments. As we progress, it is evident that technology and innovation will remain pivotal in shaping the cities of tomorrow.

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